

# MEDICAL ECONOMICS

ONE DOLLAR A YEAR - - TWENTY-FIVE CENTS A COPY

*The ~ ~*  
**BUSINESS  
MAGAZINE**  
*of the ~*  
**MEDICAL  
PROFESSION**

**APRIL 1931**

Total Circulation  
of this issue is

**134,000**

Net circulation  
more than

**130,000**

MICS  
ce is  
d the  
gs in  
the  
pay-  
the  
pora-  
ol of  
The  
duct-  
thly  
and  
to a  
ntral  
ratic  
ssen-  
o be-  
cine  
part  
the  
y in  
roup  
anta  
many  
nion,  
into



# FELLOWS' SYRUP



The first line of Body Defense assured through  
 "CHEMICAL TISSUE FOODS"  
 combined with the dynamic action of strychnine and quinine

DEMINERALIZATION  
 CONVALESCENCE  
 MUSCULAR ATONY  
 NEURASTHENIA  
 PREGNANCY  
 DEBILITY

FELLOWS MEDICAL MFG. CO., Inc.  
 26 Christopher Street  
 New York City

Samples on  
 request

POTASSIUM  
 MANGANESE  
 PHOSPHORUS  
 CALCIUM  
 SODIUM  
 IRON

*The*  
 "FOOD" TONIC

# MEDICAL ECONOMICS

The Business Magazine of the Medical Profession

APRIL, 1931

VOL. 8, No. 7

"Speaking Frankly".....	6
Income.....	HAROLD S. STEVENS 11
Watch that Idle Dollar.....	HALL JOHNSTON 18
Discounts between Doctors	
J. B. JENKINS, D.D.S.	20
So these Two Won't Mix!	
H. SHERIDAN BAKETEL, M.D.	22
Alhambra.....	VICTOR CAHALIN 24
Illustrating.....	CARL D. CLARKE 29
the cluttered desk.....	37
Everybody's Business.....	FLOYD W. PARSONS 38
32 Concerts.....	A. S. MCCORMICK, M.D. 43
Letter to a Discontent.....	ROLAND G. BREUER, M.D. 49
8 Collection Tests.....	N. K. MACEWEN 57
Why Debtors Laugh.....	ROSS DUDLEY 61
A Secretary Replies.....	63
Spotlight on Charity	
BY THE CHAIRMAN OF A FAMILY BOARD	65
Convincing a Jury.....	FREDERICK A. FENNING 75
Our Economic Freedom	
FREDERICK H. KUEGLE, M.D.	81
The Doctor and his Investments	
MERRYLE STANLEY RUKEYSER	93
The Favorite Doctor.....	EVA HENDERSON DAVEY 101
Literature and Samples.....	111
Tours and Cruises.....	115

H. SHERIDAN BAKETEL, A.M., M.D., Editor  
HAROLD S. STEVENS, Managing Editor  
LANSING CHAPMAN, Publisher

MEDICAL ECONOMICS: Published at RUTHERFORD, N. J.  
monthly, exclusively for physicians, by Medical Economics, Inc.  
Circulation 130,000. (Copyright, Medical Economics, Inc., 1931)

# BOILS

are best treated with soothing applications, which will relax the distended skin, promote the removal of the exudate, and destroy the bacteria of the infection.

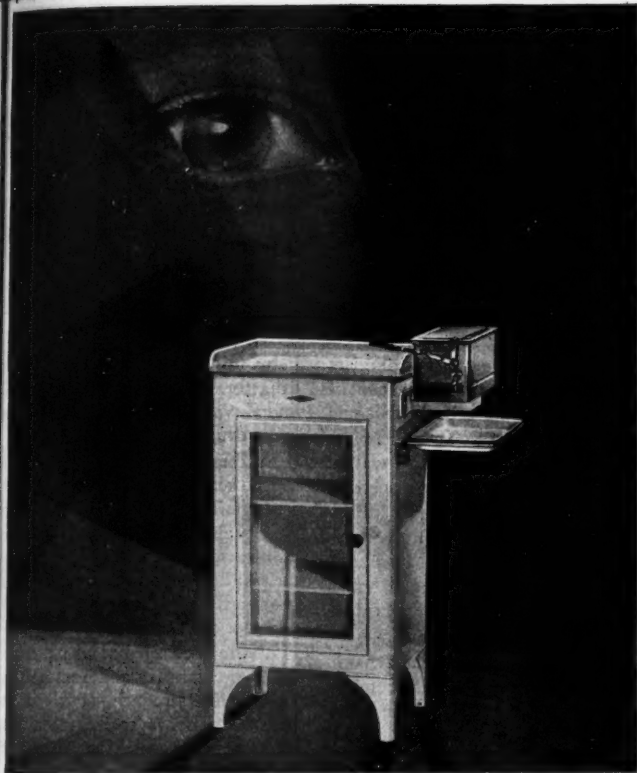
**Antiphlogistine, with its hygroscopic, antiseptic and prolonged thermogenetic properties, soothes the inflamed tissues, relieves pain and tension, and hastens resolution.**

**The use of Antiphlogistine in the treatment of furunculosis is a rational procedure of definite value.**

*For sample and literature address*

**THE DENVER CHEMICAL MFG. COMPANY**  
**163 Varick Street, New York, U. S. A.**

# ANTIPHLOGISTINE



## Every Eye is on the Sterilizer

Every doctor knows that his security against infection depends on the care he takes in sterilization. Patients know it too, and are watchful. Every eye is on the sterilizer—it must be modern and it must be safe.

With the Castle "Full Automatic" you enjoy freedom from worry, and commendation of others. The Treatment Room Sterilizer shown above guarantees safety, because it maintains correct temperature automatically.

*No Manipulation of a 3-heat Switch*

Write for catalog  
showing various  
models

# CASTLE

1143 University Ave.  
Rochester  
New York

# Sorcerer, poisoner . . . and pharmacologist

**I**F our friends the pharmacologists ever think about the derivation of their name, it must be with some chagrin. For doesn't it come from the Greek Pharmakos? And wasn't the Pharmakos originally a sorcerer or a poisoner? You can easily follow the line of thought when you remember that sorcerers used charms, enchanted potions, and drugs. There's your pharmacologist—one who prepares and dispenses drugs.

The eerie shadow of black magic lay over this profession for many years—well into the 17th century. Alchemy was heady stuff. Gold! Solid gold! Beautiful yellow gold! To be transmuted from baser metals if the alchemists could only learn how. So they whispered with the clairvoyant. Gazed into the shew-stone. Called upon the spirits, even the spirit of darkness himself.

Out of this mad search there emerged the pure reason of the science of chemistry. More and more of its triumphs are appearing every year on the pharmacy shelves. Out of the elements, chemistry is still bringing new aids to the physician's hand. Today, hundreds of medical

helps will be found in the simplest drugstore. Among them you will find *Zonite*. You will find it in almost every drugstore in the country.

In *Zonite*, you have a true antiseptic-germicide. You have a stabilized, mildly alkaline solution of sodium hypochlorite. It is rich in chlorine content and is actively bactericidal. It is non-hemolytic, non-coagulating and active even in the presence of organic matter.

*Zonite* is electrolytically prepared to insure stability and does not lose its chlorine strength. It is economical and always ready to use, requiring no preparation. Moreover, it is valuable over a broad field and is readily adaptable to a variety of techniques, meeting effectively every indication for its use.

*Zonite* fills every need that modern medicine imposes on an antiseptic, and the modern physician employs it with the confidence that it will not devitalize tissue or cause accidental poisoning. May we send you a bottle of *Zonite* and literature covering many of its uses? Both are free. Please write for them. *Zonite* Products Corporation, Chrysler Building, New York, N. Y.

B-D F  
Birth - B  
Steel an  
Formula  
ally rec  
most d  
Steel a  
ore, it  
Crusto  
when o

B-D  
Carbon  
inished  
sement  
ble. F  
ry, no  
B-D Ya

Gewin  
and B  
and  
B-D T  
ag  
Arm  
and P  
BEC

# The ECONOMY of using The B-D YALE

## Need Not Be Taken for Granted

It is safe to assume that every physician wishes to use syringes which are scientifically correct in every detail and which will render him the longest possible length of service.

A few B-D Yale Syringes are all that is needed to demonstrate the efficiency and economy of all B-D Yale Syringes. We have made many severe and critical tests in our laboratories. We know what B-D Yale Syringes will do; but, after all, there is nothing like the laboratory of actual use in which YOU make the tests and do the judging.



**B-D Erusto Needles** of Fifth-Brearily Stainless Steel are made from a formula which is generally recognized to be the most durable stainless steel available. Therefore, it is well to specify Erusto Needles by name when ordering.

**B-D Yale Needles** of Carbon Steel chromium finished, possess the keenest points obtainable. For sheer efficiency, no needle excels the B-D Yale.

## B-D PRODUCTS

*Made for the Profession*

### Makers of

Genuine Luer B-D, Luer-Lok and B-D Yale Syringes, Erusto and Yale Quality Needles, B-D Thermometers, Ace Bandages, Asepto Syringes, Armored B-D Manometers, Spinal Manometers and Professional Leather Goods

M.E. 4

BECTON, DICKINSON & CO., Rutherford, N. J.

Gentlemen: Kindly send me information on B-D SYRINGES and NEEDLES.

Name \_\_\_\_\_

Address \_\_\_\_\_

Dealer's Name \_\_\_\_\_

BECTON, DICKINSON & CO., RUTHERFORD, N. J.

# Speaking Frankly

## Device

TO THE EDITOR:  
Please tell me

where I can purchase the roller device illustrated with Dr. Montague's article "Where Oh Where" in February MEDICAL ECONOMICS. The device looks very practical.

I find MEDICAL ECONOMICS instructive. The article "Suggestions to a New Secretary" in the February issue was especially helpful, and I feel sure that all secretaries, whether new or old, will appreciate the suggestions given.

W. C. D.

[In reply, the author, Dr. J. F. Montague, says:

"The prescription blanks will be made up for anyone by the Borough Press, 45 Vesey Street, New York. They are rather inexpensive, and I can vouch for the Borough Press as being reasonable.

"The Memo Roller Pad may be purchased at any up-to-date stationery store under that name. Make sure that the rolls of prescription blanks are made in a size that will fit the roller device."]

## Advice

TO THE EDITOR:  
There has been

considerable in MEDICAL ECONOMICS lately either by or about physicians who want to change their location.

For the benefit of all your readers who are now considering a change, I will quote two pieces of advice, for what they are worth:

I knew a physician who was practicing in a small town in the West. He was dissatisfied, and wanted to go to the city.

He wrote a friend in San Francisco asking advice—told his friend he was at present collecting \$500 per month. The friend wrote back to him: "Say Thank God, and stay where you are!"

The second piece of advice is this. Suppose you are thinking of investing \$2500 or \$3000. Take 10% or 20% of that, hop on a train, and look things over for yourself. Have a talk with the insurance people and find out if you could expect to receive the compensation work (if you want it). Investigate on the ground until you are satisfied. You would have an enjoyable trip for the money you spent, and you might be saving the balance. Best of all, you would not be burning bridges behind you—you could return to the practice you have.

I hope these little pieces of wisdom will be of some help to my fellow practitioners. A. D. E.

## Secretary

TO THE EDITOR:

I was quite poignantly interested in the article "Suggestions for a New Secretary" in February MEDICAL ECONOMICS.

The author attempted probably to the best of his ability to describe the requisites of an ideal secretary. If that was his aim, then to my humble mind he has succeeded. However, it seems to me that he has omitted a vital element regarding the subject concerned and that is *reciprocity*.

A secretary may have all of the enumerated qualities and yet not be appreciated. She is to remain calm, cool and collected while receiving a series of lectures on why a patient was late for an appointment, why the operator did not get your phone number immediately, and why a patient left after waiting more than two hours for the doctor to arrive. Is it possible for a sec-

etary to maintain her cool dignity while this heated argument is being delivered in the presence of a patient?

Moreover, I would like to know what compensation a secretary who assists the doctor in handling all his cases, examines urines, gives hypodermic injections, handles all his personal, business, and professional matters, and is at the office from 9 A. M. to 7 P. M. six days per week, is entitled to?

I will be highly pleased to read the reply to these questions in your magazine inasmuch as I am a doctor's secretary who has fulfilled 95% of the enumerated qualifications in the opinion of her employer.

F. S. E.

## Surgeon

TO THE EDITOR:

There are many who believe that the present plight of the general practitioner is largely due to the surgeon's poaching in his, the former's, game reserve.

A city has a population of 20,000, with 15 to 25 general practitioners. A surgeon either comes in from without, or develops from within. Some work, and thousands of kindly remarks are extended him from the internist. He grows and very soon becomes the best known of them all. Patients begin to go to him direct. Until he has established himself he will prefer much of this work back to the general practitioner, but he will always pick off a little of it, just the cream.

Later the cream thickens, he accepts more and more, and soon becomes the most damaging competitor of the G. P.

Another surgeon comes or develops. There are sweet words, and hard feelings. They are the best of friends, and get along like two strange bull-dogs.

Soon the profession is divided between their supporters, as shown at annual elections, and other medical-political events. Many medical societies have suf-

fered and some have died from conflict arising from attitudes of competing surgeons, and the following they developed.

Finally the G. P. who worships at the shrine of the progressive surgeon discovers that it is bread he eats rather than medical politics, and he begins to wonder whether he helps himself very much by giving considerable of his time to developing this conspicuous man in the community—the surgeon.

All of which accurately describes the evolution of the conflict between internists "as is" and surgeons "as is". E. H.

## Health Exam. TO THE EDITOR:

Some months ago you mentioned in MEDICAL ECONOMICS some good books on periodic health examination. I thought I put that copy in a safe place, but I have lost it.

Will you kindly mention titles and publishers again?

H. E. Eustace.

[Here are a few:

1. "How to Make the Periodic Health Examination" by Eugene Lyman Fisk, M.D. and J. Ramser Crawford, M.D., published by the Macmillan Company, 60 Fifth Avenue, New York. (The back of this book contains a complete bibliography on health examinations dating from 1861 to the present.)

2. "Daily Health Builder," C. Ward Crampton, M.D., G. P. Putman & Sons, 2 West 45th St., New York. This gives an outline of the health examination. It thoroughly treats the matter of exercises and is recommended as a prescription to be given by the physician to his patient.

3. "Preventive Medicine" published by the Academy of Medicine and Paul Hoeber, 76 Fifth Avenue, New York.

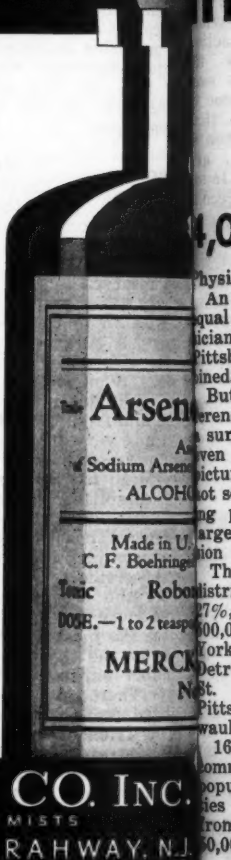
4. "How to Conduct a Health Examination", Fiske and Crawford, published by Paul Hoeber (address above). This gives the methods used by the Life Extension Institute. [TURN TO PAGE 139]

# Arsenoferratose

TRADE-MARK

## A BLOOD BUILDER

Here is a palatable and efficient blood builder, a combination of iron and arsenic, which can be readily taken by delicate women and children . . . Arsenoferratose because of its alterative and blood building effects is useful in the treatment of anemia, Basedow's disease and functional nervous disorders . . . Arsenoferratose is pleasant to take; it does not stain the teeth nor constipate and its use may be continued over long periods without giving rise to digestive disturbances . . . Your pharmacist can supply Arsenoferratose as liquid in 8 ounce bottles or as tablets in bottles of 75 . . . Write for literature.



**MERCK & CO. INC.**  
MANUFACTURING CHEMISTS

RAHWAY, N.J.

# MEDICAL ECONOMICS

The Business Magazine of the Medical Profession

## Income

By HAROLD S. STEVENS

Managing Editor, Medical Economics

**4,084** REPLIES—to MEDICAL ECONOMICS' Second Survey of the Physician's Income!

An amount approximately equal to the total number of physicians in Detroit, Baltimore, Pittsburgh, and San Diego combined.

But there is this important difference between this Survey and a survey confined to one, two, or even several cities—it gives a picture that is country-wide, and not sectional; it reflects the earning power of the profession-at-large, rather than of the profession in one or two localities.

The replies are fairly evenly distributed; the largest group, 27%, comes from communities of 100,000 and over—from New York City, Chicago, Philadelphia, Detroit, Los Angeles, Cleveland, St. Louis, Baltimore, Boston, Pittsburgh, San Francisco, Milwaukee, and Buffalo.

16% of the replies are from communities of 50,000 to 100,000 population; 7% from communities of 25,000 to 50,000; 9% from communities of

10,000 to 25,000; 9% from communities of 5,000 to 10,000; 17% from communities of 1,000 to 5,000, and 8% from communities of less than 1,000 population.

The one most significant figure produced by the Survey is the average net income of physicians throughout the United States—\$5,059. This figure was obtained by averaging the net incomes of physicians in each of the eight population groups named above, and then taking a general average of the eight.

In a recount of the entire 4,084 replies, reclassified according to the number of years in practice, the average net income for the profession-at-large turned out to be \$5,066. The two results thus check to within \$7 of each other.

MEDICAL ECONOMICS' First Survey of the Physician's Income, made two years ago, showed the average net income for physicians over the United States to be \$5,806. Two years have brought an average shrinkage of \$747 in the physician's yearly income.

[TURN THE PAGE]



The expense of practice has diminished in proportion:

The gross income given by the First Survey was \$9,329, the expense of practice \$3,523. Gross income according to the Second Survey is \$8,284, and expense of practice \$3,225. In two years gross income has shrunk \$1,045 and expenses \$298.

The Julius Rosenwald Fund estimates that the annual doctor's bill of the nation is \$710,000,000 (excluding hospitals, drug dentists, nurses, etc.) Divided equally among the 130,000 active practicing physicians in the United States, this allows each medical man a yearly income of \$5,461—which is \$345 less than the average found in MEDICAL ECONOMICS' First Survey, and \$402 more than the average found in MEDICAL ECONOMICS' Second Survey!

The post-card questionnaire which was the basis of the Survey was enclosed with every copy of December MEDICAL ECONOMICS—more than 120,000 copies—giving the entire medical profession the opportunity of furnishing data.

The purpose was to hold up a mirror in which the profession as a whole—and not just a cross-section—could reflect its own earning power.

There was no place on the reply card for a signature; there was nothing on the card to identify individuals.

The answers could be filled in completely and confidentially—and they were! 4,084 cards multiplied by fifteen questions and sub-questions made a total of 61,260 items to record.

Re-classifying, comparing, and cross-checking multiplied the work further, but here are the results, and they form an interesting and significant set of figures.

Let us continue with the analysis of the income averages. Refer to the table on page 13. Gross

ice has  
n:  
ven by th  
9, the ex  
23. Gro  
ne Seco  
xpense o  
two year  
nk \$1,04

income for physicians in the smallest communities is \$5,260. Gross income shows a fairly even rise through the next five population groups, a drop of \$256 in the seventh group, and a further rise in the last—cities of more than 500,000.

Expense of practice does not follow an exactly corresponding

curve, a slight drop occurring in the third population group, and the rise being even from there on.

The net income gradient rises from \$3,152 in the smallest communities to \$5,910 in the largest, with no drops.

The same table gives the ratio of specialists to general practitioners, their proportion ranging

Fund  
l doctor  
0,000,000  
s, drug  
Divide  
00 active  
in th  
ows each  
income  
less than  
MEDICAL  
vey, an  
age found  
Seco

tionnaire  
e Surve  
copy of  
OMICS—  
—giving  
sion the  
data.  
old up  
ession  
a cross  
ts own

the re  
; then  
to iden

filled in  
tially—  
s multi  
nd sub  
61,200

ng, and  
d the  
are the  
an inter  
set o

analy  
Refer  
Gro

## Average Income of physicians

(according to size of community)

	GROSS INCOME	NET INCOME	EXP. OF PRACTICE	RATIO OF SPEC. TO G. P.
Physicians in comm. of less than 1,000	\$5,260	\$3,152	\$2,108	1 to 31.33
communities of 1,000 to 5,000	\$6,895	\$4,052	\$2,843	1 to 11.12
communities of 5,000 to 10,000	\$7,186	\$4,499	\$2,687	1 to 2.86
communities of 10,000 to 25,000	\$8,799	\$5,409	\$3,390	1 to 1.95
communities of 25,000 to 50,000	\$9,378	\$5,829	\$3,549	1 to 1.58
communities of 50,000 to 100,000	\$9,589	\$5,993	\$3,596	1 to 1.31
communities of 100,000 to 500,000	\$9,333	\$5,629	\$3,704	1 to 1.15
communities of 500,000 and more	\$9,834	\$5,910	\$3,924	1 to 1.51
Average for U. S.	\$8,284	\$5,059	\$3,225	1 to 2.05

(according to length of practice)

Length of practice	GROSS INCOME	NET INCOME	EXP. OF PRACTICE	RATIO OF SPEC. TO G. P.
Less than 5 years	\$6,538	\$3,718	\$2,820	1 to 3.08
6 to 10 years	\$10,055	\$6,283	\$3,772	1 to 1.91
11 to 20 years	\$10,081	\$6,330	\$3,751	1 to 1.61
21 to 30 years	\$9,697	\$5,996	\$3,701	1 to 2.12
31 to 40 years	\$7,572	\$4,440	\$3,132	1 to 3.56
41 to 50 years	\$5,927	\$3,487	\$2,440	1 to 12.33

## Average Income of physicians

(according to type of clientele)

	GROSS INCOME	NET INCOME	EXP. OF PRACTICE	RATIO OF SPEC. TO G. P.
Rural	\$5,541	\$3,293	\$2,248	1 to 6.22
Industrial	\$7,511	\$4,730	\$2,781	1 to 2.15
Metropolitan	\$13,048	\$9,914	\$3,134	1 to 1.39
Moderate means	\$7,902	\$5,215	\$2,687	1 to 2.08
Wealthy	\$17,145	\$12,221	\$4,924	1 to 1.55

from one specialist to thirty-one general practitioners in the rural communities to a nearly equal proportion in the largest cities.

The averages by age groups, at the bottom of page 13, is even more interesting. The figures show that a physician arrives at his highest earning power during his eleventh to twentieth years in practice—when the average gross income is \$10,081, expense of practice \$3,751, and net income \$6,330. Previous to his fifth year in practice he may aim to surpass an average gross income of \$6,538, and an average net income of \$3,718. His declining years are even less

hopeful, the 41-to 50-years-in-practice group showing an average gross income of \$5,927 and a net income of \$3,487.

The ratio of specialists to general practitioners remains fairly constant through the years, the disproportion being greatest among physicians in practice less than five years, and among physicians in practice longer than 31 years.

This curve checks almost exactly with the ratios obtained in the First Survey.

A third set of income averages was obtained by classifying the cards under types of clientele

## The comparative distribution of physicians . . .

Length of Practice	Rural Clientele	Industrial	Metropolitan	Moderate Means	Wealthy	Total
Less than 5 yrs.	13%	13%	22%	49%	3%	100%
6 to 10 years	10%	13%	22%	52%	3%	100%
11 to 20 years	15%	15%	15%	51%	4%	100%
21 to 30 years	23%	12%	12%	50%	3%	100%
31 to 40 years	29%	9%	9%	51%	2%	100%
41 to 50 years	33%	7%	5%	55%		100%

(see table at top of page 14).

Of particular interest is the table at the bottom of the opposite page, "Comparative distribution of physicians in the United States." To interpret this table, read it this way: "Of physicians in practice less than five years, 13% have a rural clientele, 13% an industrial clientele, 22% metropolitan, 49% moderate means, and 3% wealthy."

The general distribution of physicians according to length of practice, clientele, and size of community served is given in supplementary tables, at the right.

Further analysis of the replies is contained on page 16, showing in detail the comparative income, expense, and classification of expenses, as between the various specialties, and as between the specialties and general practice. A study of this table shows, for example, that whereas the general practitioner spends on the average only \$286 a year for surgical instruments and supplies, the physical therapist is obliged to spend an average of \$1115, so the average net income of the latter is smaller than the net income of the general practitioner—while the general practitioner

spends almost twice as much for automobile expenses as the physical therapist, whose work is practically all in the office.

Both the surveys conducted by MEDICAL ECONOMICS show the

LENGTH of PRACTICE	PERCENTAGE of PHYSICIANS
Less than 5 yrs.	- - 18.9%
6 to 10 years	- - 16.3%
11 to 20 years	- - 23.6%
21 to 30 years	- - 27.6%
31 to 40 years	- - 11 %
41 to 50 years	- - 2.6%
	<hr/> 100 %

#### CLIENTELE

Rural	- - - - 17.9%
Industrial	- - - - 13.6%
Metropolitan	- - - - 15.7%
Moderate Means	- - 50.7%
Wealthy	- - - - 2.1%
	<hr/> 100 %

#### in the United States

The table at the left shows how physicians in each of the six length-of-practice groups are distributed according to type of clientele.

The tables at the right show the distribution of physicians in general according to length of practice, type of clientele, and size of community where located.

#### SIZE OF COMMUNITY

Less than 1,000	- - 8 %
1,000 to 5,000	- - 17 %
5,000 to 10,000	- - 9 %
10,000 to 25,000	- 9 %
25,000 to 50,000	- 7 %
50,000 to 100,000	- 7 %
100,000 to 500,000	- 16 %
500,000 and more	- 27 %
	<hr/> 100 %

# Comparison of income and expenses of specialists and G. P.'s

SPECIALTY	Gross Income	Net Income	Rent, Heat, Light, Phone	Office Salaries	Medicines & Pharmaceut.	Surgical Inst. & Supplies	Auto-mobile	Depreciation	Miscel. Expenses	Total Expenses
Anesthesia	\$8,413	\$4,594	\$ 782	\$ 743	\$ 555	\$ 547	\$ 608	\$ 320	\$ 264	\$3,819
Dermatology	11,027	5,801	1,328	1,848	262	355	458	487	488	5,226
E.E.N.T.	12,000	6,491	1,150	942	670	828	746	632	541	5,509
Gastro-enterology	12,468	6,350	1,890	1,704	704	233	733	478	376	6,118
Gynecology	13,175	7,145	1,803	1,047	620	746	625	642	547	6,030
Internal medicine	11,883	5,767	1,451	1,459	609	458	842	611	686	6,116
Neuro-psychiatry	10,705	5,868	1,678	801	506	164	842	344	502	4,837
Obstetrics	10,332	6,097	1,190	908	358	365	697	444	273	4,235
Ophthalmology	12,516	7,855	1,518	1,390	201	219	348	491	494	4,661
Orthopedics	11,725	6,398	1,473	1,390	459	562	738	338	367	5,327
Otolaryngology	10,169	5,104	1,562	1,025	399	456	717	488	418	5,065
Pediatrics	11,158	6,359	1,477	972	261	847	751	367	124	4,799
Physical therapy	11,111	4,290	1,973	1,820	593	1,115	451	519	350	6,821
Proctology	11,320	5,709	1,468	1,638	503	328	912	647	115	5,611
Radiology	13,417	6,326	1,681	1,483	1,064	926	756	872	309	7,091
Surgery	15,472	9,233	1,519	985	583	534	982	717	919	6,239
Urology	12,120	6,124	1,259	1,151	760	536	878	769	643	5,996
General Practice	7,427	4,188	756	509	455	286	714	343	176	3,239

average  
to be h  
mated  
the ph  
a satis  
The  
ment i  
non-pr  
educat  
he ow  
\$1,400.  
that l  
income  
enough  
support  
comfort  
for re  
pension

A c  
the m  
earnin  
under  
three  
1.  
and  
avera  
20%,  
\$1,65  
\$5,05



6,239	919	717	702	536	760	1,151	1,259	6,124	12,120	General Practice
5,996	643	769	878	286	455	509	756	4,188	7,427	
3,239	176	343	714							

average net income of physicians to be higher than is usually estimated. That does not mean that the physician's income stands at a satisfactory level.

The physician's capital investment in educational expense, and non-productive years while being educated, is \$28,000, upon which he owes a yearly interest of \$1,400. Subtracted from \$5,059, that leaves an average *true* net income of \$3,659. This is not enough to enable a physician to support a family in moderate comfort, not to mention saving for retirement. Medicine pays no pensions.

A concerted effort to increase the medical profession's general earning power should have been undertaken before now. Here are three ways to do it:

1. Better efficiency in credit and collections can increase the average physician's gross income 20%, at little or no extra expense. \$1,656 added to a net income of \$5,059 gives a new net of \$6,715.

2. Physicians do \$365,000,000 worth of charity work a year. We will agree that at least 20% of this amount represents abuse of charity—which, divided equally, represents an annual increase of \$561 per individual physician—raising the net to \$7,276.

3. The Julius Rosenwald Fund computes the annual quackery bill of the nation as \$355,000,000. Assume that a million-dollar co-operative advertising campaign by organized medicine, educating the public effectively against quackery, would reduce this waste 25%, and turn that much revenue into legitimate channels.

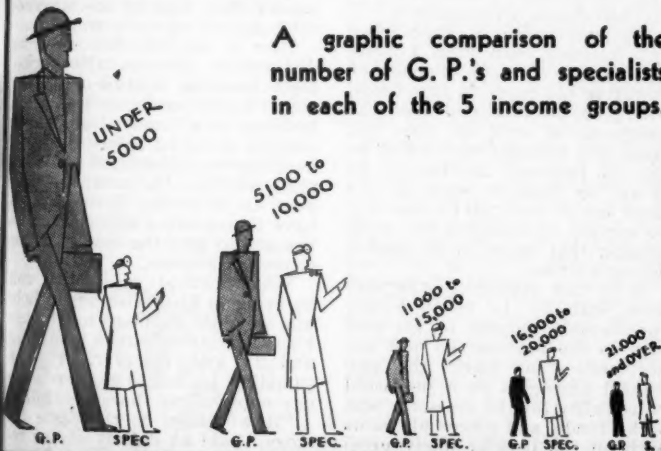
The result allows each practicing physician a yearly increase of \$683, less \$10—his share of the advertising campaign costs.

The resulting net income is \$7,949—not a potentiality for the future, but a figure possible to attain within three to five years.

Not a high mark to shoot at, but an improvement!

*Averages mean little unless they point the way to improvement.*

A graphic comparison of the number of G. P.'s and specialists in each of the 5 income groups.



Next month: **MEDIAN INCOMES**

By HALL JOHNSTON

**I** DO not think they are any less astute than are merchants, manufacturers, plumbers or bricklayers, but there seems to be a tradition that doctors, like lawyers, are poor business men.

The difference, I believe, lies chiefly in the fact that, whereas the merchant or manufacturer may reinvest his surplus funds by "plowing them back" into the business, the doctor, after he has perfected his equipment, must seek outside channels for the investment of his unused dollars.

The dollar which is not immediately put to work in some investment of proved merit is too likely to get into mischief—and probably to vanish altogether. The temptations placed before it are sometimes irresistible.

My observation is that when any business man finds himself face to face with the necessity of investing his funds in new fields, where he must depend upon the judgment of men he does not know in a business with which he has no personal familiarity, he is apt to flounder about in the same sea of uncertainty, and may be carried to shore on the same breaker that bears on its crest a doctor or two.

It is this difference—the doctor's inability to reinvest any considerable amount of his surplus in the business he best understands—that marks the successful physician as a preferred potentiality for the promotor who seeks funds, and places his name high on the lists of likely prospects.

In this day of wide-spread knowledge and available advice,

# Watch that Idle Dollar

it ought not to be difficult for even the busy doctor to distinguish between the extremes of these two. Doubtless the operators of shady investment schemes find very slim picking these days among the doctors. No doctor is anxious to hand over his surplus cash to a crook in exchange for a few worthless stock certificates. However, neither do all doctors wish to invest their funds exclusively in four per cent bonds. Many doctors very properly desire to assume some of the risks attending legitimate business and thereby share in the greater profits that flow to the successful business adventurer.

Here is the rub. How shall he distinguish between the legitimate business venture and that which begins and ends in a mere building of a financial structure, built to be looted before the business begins. How shall he determine whether the men who propose to pilot the business ship have the required experience and honesty to give the voyage a fair chance of success.

What method of inquiry can he bring to his assistance to help him solve the riddle as to whether his dollars are about to take wing and fly away forever, or come tumbling back into his lap some day many many times multiplied.

"It will soon be the same old story," said an elderly doctor recently, "with the return of normal times, the promotors will again besiege the doctors' offices

# OF THE U. S. SUPREME COURT BAR

with the same old stock selling schemes. If we could only tell these younger men what happened in the boom that preceded the great war! If those who were active then would only remember!"

Well, history is a great teacher. It may be profitable not only to bare some of the programs laid out for enticing doctors' dollars into business coffers in the old days, but some of the more modern efforts of the investment gentry as well.

Most enterprises that go fishing for the professional man's bank balance are based on a business that is legitimate *per se*. The organization may look good, but may be located so far away from the prospect that no intimate investigation of its official personnel is practicable.

I recall one in this class that seemed to have a special appeal for doctors. The basis was an automobile tire factory. The scheme to sell the stock to doctors was an elaborate one. First there appeared in newspapers throughout the country a series of well written, dignified, conservative, full and half page ad-

vertisements giving very general details of the organization of a great manufacturing plant.

The plant bore the name of a very prominent automobile family, and the advertisement displayed a photograph of the president and organizer whose name was the same as that given to a popular car, eminent in the automobile industry. A complete history of the family, of which the president was declared to be a member, was given, together with the romantic story of the older institution's success and growth.

The advertising contained no soliciting, no coupons, asked for no replies and did not indicate that either stock or tires were then for sale. Shortly after the advertising appeared, more than a million steel engraved "invitations" were mailed to a very select list of prospects, which included the name of every physician in America whose name could be procured.

Each invitation had the name of the person addressed written into it by a master penman. He was "invited" to participate in the distribution of "founders' shares." A few days later he received an elaborate brochure repeating the history of the famed family, with a steel engraving again depicting the scion of the house who was to head the tire organization. This time, conservative looking subscription blanks were enclosed to make it easy to participate in the distribution, and rather guarded promises made as to the prospect of early profits. It was a very high grade proposition, [TURN TO PAGE 117]





Photo by Ewing Galloway

"Understanding between physician and dentist should be made concerning the correct and logical way of handling business . . ."

# Discounts

## HOW A DENTIST

THE question of professional reciprocity, or inter-professional reciprocity, confronts every physician and every dentist. It is frequently the cause of strained friendship because it is seldom dealt with frankly and truthfully, as it should be.

Physicians are prone to discount their fees for services to one another, to families of dentists, and to druggists and nurses.

Discounts are uniformly extended to the professions by the druggist in appreciation of the patronage the physician and dentist direct to his store. This is called a courtesy discount and is purely a gesture of courtesy of the druggist, to which neither the dentist nor the physician is entitled. It is frankly a courtesy and not a debt.

This quandary is frequently encountered by the dentist in his dealings with the related professions, and the analysis of his position is illustrated in the following incident.

Dental services were rendered by a dentist to a physician's wife, and a bill of twenty dollars rendered showing a courtesy discount of nine dollars. The physician was unpleasantly surprised that a bill for services should have been rendered, feeling that there should have been only a customary material charge, if any. The dentist's letter follows:

"Dear Doctor ————:

I feel that an explanation should have accompanied my secretary's statement mailed to you yesterday; in fact, it should have been made some years ago.

# Relationships between Doctors

THE DENTIST SEES THEM

By J. B. JENKINS, D.D.S.

The matter of professional courtesies and inter-professional reciprocity is a problem of many angles which the professions have faced for many years, and is not yet solved to the satisfaction of many of our number. There seems to be no uniformity of manner of disposition of the matter. Circumstances so alter cases that no rule of procedure seems to be existent.

When a physician refers a patient to a dentist for the eradication of focal infection of dental origin, or the replacement of lost dental organs, he does so primarily for the benefit of the patient, secondarily as a kindness to the dentist.

When the physician employs that dentist's services for himself or family, he pays the dentist the highest possible tribute.

When a dentist refers a patient to a physician, he does so for the benefit of the patient and because of his friendship and confidence in the honesty, skill and ability of the physician. When the dentist employs the physician's professional services for himself or family, he returns the physician's compliment.

The materials used by a dentist in rendering professional service are a small item of the expense as compared to his overhead. The materials of the physician are of even less expense since his services are largely confined to the exercise of his judgment, his diagnostic ability, and employment of his knowledge of therapeutics, prescriptions and surgical operations.

The time required for an appendectomy, for which a charge

of one hundred and fifty dollars might be made, would not be more than an hour or two, including preparation and post-operative routine, while the time required for a dentist to earn such a fee would be about twenty hours, not including his heavier overhead expense and laboratory hours, which average three to five dollars per hour.

Any dentist or physician who allows full discount of his bill for professional services to a patient in consideration of the business or patronage referred to him is virtually paying commissions on work so referred, whether the referring one be a layman or another professional man, and this occurs more frequently than any of us care to admit.

The physicians in this locality outnumber the dentists more than three to one. The dentist serves the physician at least three times to where the physician serves the dentist once. Three to twenty times as much work and time are required to serve a physician as a physician requires to serve a dentist.

The education of a dentist requires four to six years, the education of a physician six years. The cost of a dental education is \$365.00 per year MORE than the cost of a medical education as demonstrated by the Harvard Medical and Dental Colleges. The dentist aver- [TURN TO PAGE 133]

Do you want reprints of this article? . . . enclosing one with your next inter-professional statement may save you a friendship.

# So these Two

Doctors cannot be business men?

The physicians in Atlanta (Ga.), Battle Creek (Mich.), Williamsport and Bethlehem (Pa.), Birmingham (Ala.), Fargo (N. Dak.), Franklin (Ind.), Brown County (Kan.), Jonesboro (Ark.), Lexington (Ky.), Manchester (N. H.), Memphis (Tenn.), Mineola (N. Y.), Portland (Ore.), Raleigh (N. Car.), Tampa (Fla.), Washington (D. C.), and Philadelphia—have organized and now operate successfully their own collection and credit rating bureaus.

Medical societies in Pinellas County (Fla.), Mount Vernon (N. Y.), Jefferson County (Texas), Toledo (Ohio), Quincy (Ill.), Greenville (Ohio), Tacoma (Wash.), Portland (Ore.), Bergen County (N. J.), Walla Walla (Wash.), and New York City have financed and conducted campaigns to educate the public in matters of health. Several of these societies sponsor daily or weekly health columns in the local newspapers.

The medical society at Toledo operates its own telephone switchboard service. In New York City the organized profession has its own "Department of Public Relations" in the form of a medical information bureau, which acts as liaison between the medical society and the newspapers.

In Detroit the doctors run their own restaurant so efficiently that they serve a dollar luncheon for fifty cents.

At Hempstead (N. Y.), Newark, (N. J.), Portland (Ore.), Knoxville (Tenn.), Washington (D. C.), Baltimore, Oklahoma City, Seattle, and Los Angeles—groups of physicians have financed and now actively supervise the management of their own professional buildings.

In Bloomfield (Neb.), a physician was responsible for the formation of an association

# Two Won't Mix!

which entirely did away with credit in the community; his activity has placed every merchant and professional man in town on a cash basis.

The medical society of Nassau County (N. Y.), waged a two year political fight for a much-needed county hospital, appealed to a third-of-a-million voters—and won.

At Toledo, the Educational Committee of the local medical society is putting health talks on the air, and making them interesting enough to compete successfully with Phil Cook and Pepsodent.

In Chicago a group of medical men are setting up an organization which proposes to finance patients who cannot pay their bills promptly, insuring immediate payment to the physician.

The legislative committee of the Illinois State Medical Society has had killed, in the course of the last fifteen years, every one of several hundred bills whose effect would have been adverse to the standards of medical practice.

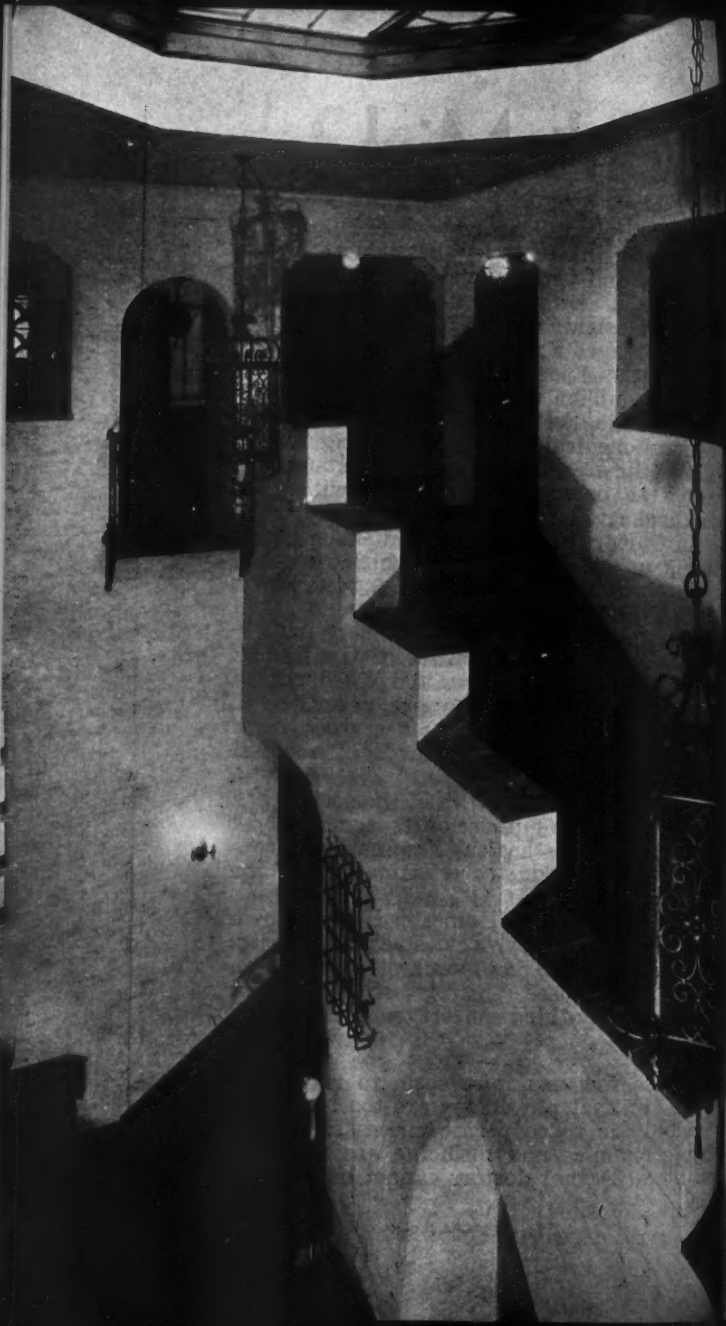
In Kings County (N. Y.), the society has not only taught a number of its members how to make periodic health examinations properly, but has conducted examinations of the members themselves.

Some doctors in Homestead (Pa.), own their own pharmacy, lock, stock and barrel.

A twenty-six piece orchestra in Akron (Ohio), composed entirely of physicians, gave its thirty-third concert on April second.

These few examples seem to refute the idea: (1) that physicians are too highly individualistic to cooperate successfully; (2) that economics and medicine are not compatible; (3) that doctors cannot be business men.

H Sheridan Baker



A

T

phy  
in b  
no o  
T  
buil  
but  
the  
excl  
ber,  
plan  
talis  
then  
prov  
the  
T  
from  
was  
he e  
crea  
depr  
ed, c  
bra,  
al.  
arch  
the  
T  
avai  
pern  
the  
quir  
siste  
room  
of \$  
Be  
the  
teen  
spac  
spac  
doct  
assu  
T  
store  
fice,

# Alhambra

By VICTOR CAHALIN

**T**HIS is the story of a professional building of moderate size, in Alhambra, California, which a group of physicians and dentists succeeded in having built for themselves at no outlay of capital on their part.

The original project was to build on an owner-tenant basis, but because it seemed likely that the large equity required might exclude one or more of their number, they were led to talk their plan over with a Pasadena capitalist who agreed to construct for them the building they desired, provided he was allowed to select the site.

To make the project secure from an investment standpoint it was necessary that the structure be erected on land that would increase in value as the building depreciated. The first site selected, on a business street of Alhambra, met with unanimous approval. The doctors had their own architect draw plans for exactly the type of building they desired.

The first plans showed the available office space in blank, permitting the doctors to select the amount of space they required. The architect then assisted them in laying out their rooms, at an agreed upon charge of \$2.25 per square foot.

Before construction began on the Medical Science Building fifteen doctors had signed up for space in the building; and with space available for only eighteen doctors, the proposition was thus assured before hand.

The building contains five stores: pharmacy, real estate office, dress shop, florist shop and

confectionery store.

The rental of offices ranges from \$50 to \$120 per month. Heat, light, hot water, compressed air, and janitor and elevator service is furnished by the building owner, who also pays the salary of a general receptionist and switchboard operator.

The rentals are somewhat higher than equivalent space elsewhere in Alhambra, but when the amount of service and the cost of building are taken into consideration this difference is not apparent.

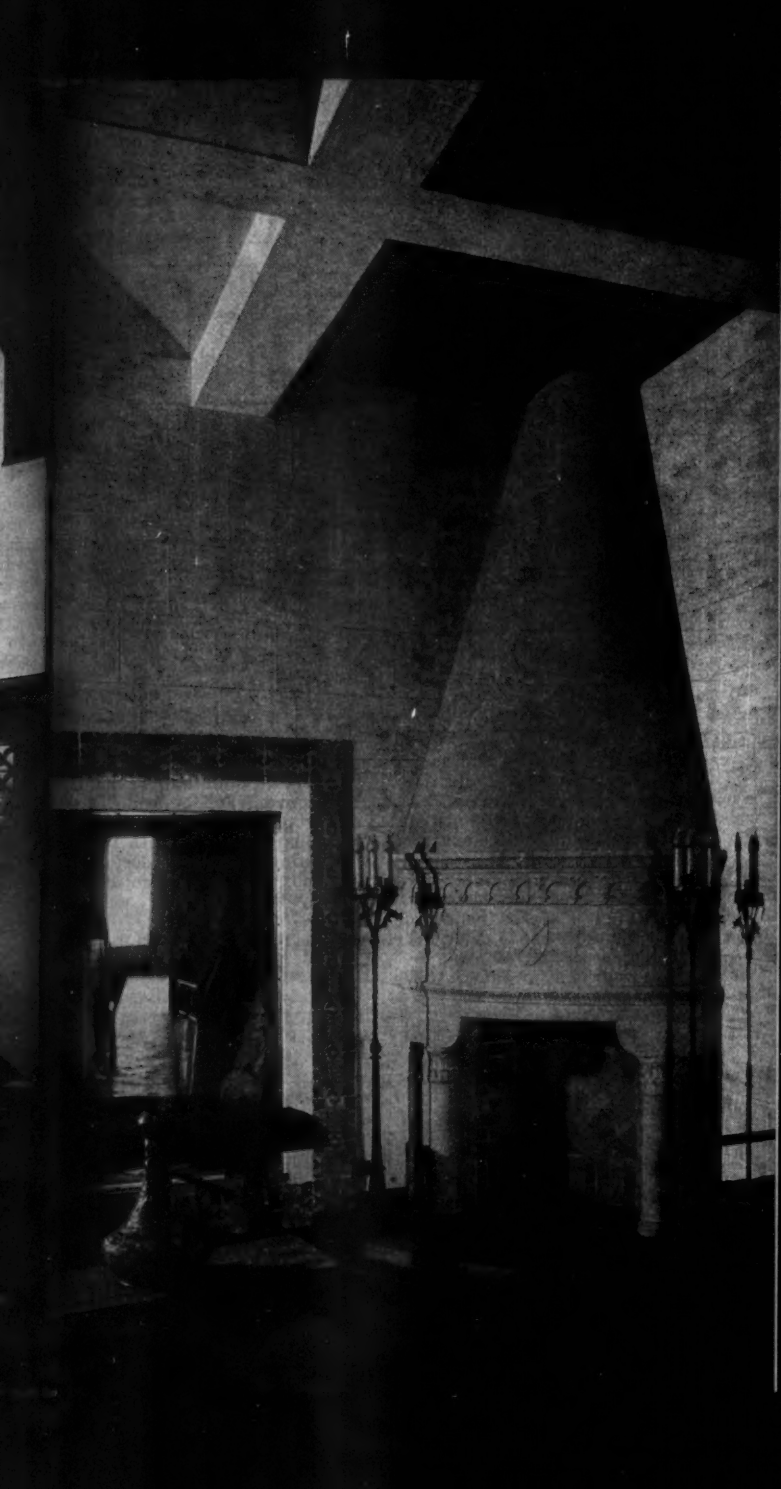
The building contains a reception hall on the first floor, which was furnished by the doctors at their own expense, and which is in charge of the general receptionist who directs the patients to the various offices. This lobby space made it possible to have smaller individual reception rooms; and on busy days, or during the busiest hours, patients can be asked to remain in the lobby for a time. The lobby is also utilized for the monthly meeting of the Alhambra Medical Association, and for other group meetings, space being provided on the wall for lantern or movie projection. A smaller meeting room for the use of the tenants is located on the second floor.

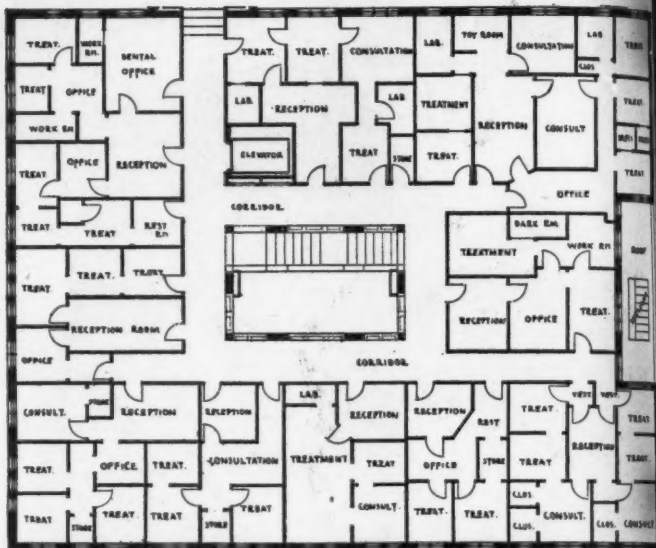
At the rear of the building a large private enclosed parking space for cars has been provided and maintained for use of tenants and patients.

The building has been occupied

Stairway from lobby to second floor of Medical Science Building.







more than two years, and so far there have been no indications that any serious mistakes were made in the layout and construction of the building. A survey of tenants' opinions at the present time shows that a smaller lobby would have been just as useful as the large one, for the reason that patients seem to favor the individual reception rooms.

One physician states: "We

have no corrections to offer as to the general plan, and we find that the convenience of being under one roof and in pleasant surroundings, coupled with the free intermingling of the doctors and patients, makes the project thoroughly worthwhile."

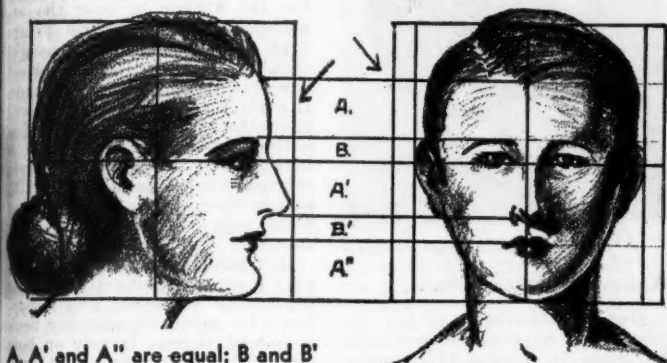
**Medical Science Building: Exterior and second-floor plan.**



# Illustrating

By **CARL D. CLARKE**

Director, Dept. of Art and Photography  
Medical School, University of Maryland



A, A' and A'' are equal; B and B' are equal. Arrows point to direction the light falls upon the face.

**H**OW often a physician has said, "If I could only get a picture of this case, what a good one it would be to report." He understands the truth of the old Chinese proverb, "A picture is worth ten thousand words."

Even if that physician be a master of his native language, and has an enormous vocabulary, including a multitude of medical terminology, he realizes that a good illustration can convey thoughts to the mind that would take pages to express in words. Then, those written thoughts would differ greatly in the mind of each individual. A well constructed illustration puts over the same idea to numbers of people in a fraction of time.

Today almost every doctor, when opening a book, new or old,

turns first to the illustrations. The pictures tell him best.

Many medical truths are obscure to the world because of slovenliness or inability to write on the part of the physician, and inadequate drawings or no drawings at all to illustrate the pages of medical publications.

Medical facts can be lost to posterity in this way, just as they were lost in the superstitions of the past and as they were lost in 1553 when the Roman Church seized Servetus, destroyed his books and burnt him at the stake. Harvey's theory of the circulation of the blood given to the world in 1624 would possibly have been less startling had this martyr to medicine been allowed to live and his books been preserved.

[TURN THE PAGE]



Illustration courtesy of the author

### A drawing of an epulis. . . .

Medical illustration, of all the forms and branches of art, will be found in a class of its own. The scientific art of medical book illustration is an art in which exactness and technical detail are essential; there must be modeling to the extent that the third dimension is shown with stereoscopic clearness and a complete lack of the so-called fourth dimension. The pictures must tell the story without a climax—a statement of facts as they are, with only the history of the case or patient, in writing, to describe the development of the disease that the picture shows.

In describing a new procedure of operation it is very essential for the surgeon to have the most important steps of that operation illustrated, because with mere words, it is hard to convey to the mind of even another well-trained surgeon the technical details of any operation he has never seen.

Practically every operative procedure should be illustrated in

black and white drawings, for color means very little in such cases. But once a specimen is removed from the body, it is often necessary to make drawings in color. This is due to the fact that a diagnosis may hinge on the color of that specimen. This is true in cases of gangrene.

Here it might be in order to add that color reproductions in medical publications are very costly and it is often necessary for the author to bear the expense if he wishes them to appear. Therefore, much thought should be given to the subject before a color drawing is made.

If a black and white drawing will show the case to advantage, it is better and cheaper to make. It is better to have the drawing made originally in black and white rather than make a black and white reproduction of a drawing in color.

In teaching anatomy, drawings play a most important part. The degrees of perfection and importance by which an anatomy book is judged, depend largely on how well it is illustrated. Not only does this hold true in medical books, but in scientific books as a whole.

Medical illustration or scientific illustration is not a new art as is often believed. In fact, it practically began with time. The earliest known pictures of surgical operations were engraved on the stones over a tomb near Memphis, Egypt, about 2500 B. C. Procedures in obstetrics were illustrated on the walls of Egyptian temples as early as 50 B. C. Since that time medical illustration has grown as art has grown, and far surpasses medicine in its perfection.

During the Renaissance, medical illustrations reached a high degree of excellence along with other branches of art. In fact, medical books of that time have a greater value as works of art than for the knowledge they contain about the treatment of di-

sease. Unfortunately such books were illustrated from an art rather than from a scientific standpoint.

That is to say, beautiful drawings of anatomy embracing all the rules and principles of art but often defective in anatomical construction were used. Therefore the medical illustrator must have as complete a knowledge of anatomy as the man whose book he is illustrating, if his work is to be of value.

It is no exaggeration to say that physicians of that time owed much of their knowledge of anatomy to artists. This is easily proved by observing some of the drawings made by Leonardo da Vinci, who, in his time, had a greater knowledge of anatomy and drawing than any of his fellowmen. Dissection of a human body was prohibited by both church law and civil law. Later, when partial dissection was legalized, it was still held a crime to open the cranium as the brain was considered the seat of the soul.

From that time to the present, scientific book illustration has grown in perfection and popularity. At the present it is at a high standard and will only be improved by the discovery of new and better principles of perspective, composition, modeling, color and technique.

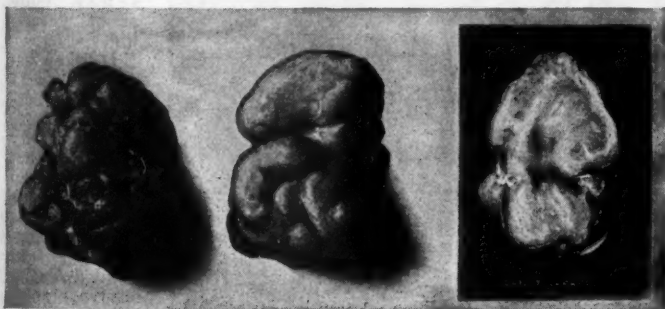
Possibly the man who has done more to advance the scientific art of medical book illustration in the past fifty years is Max Brodel, Professor of Art at the School of Medicine of Johns Hopkins University. He is a German by birth but immigrated to the United States some thirty years ago. At that time the Department of "Art as Applied to Medicine" was established in the Medical School of Johns Hopkins University.

But how can such illustrations be obtained? How can the surgeon in the small town get adequate pictures, for example, of an embryological defect that he finds on opening the abdomen in an emergency case. This can be done in many ways, possibly more than one would think.

Some physicians have a certain amount of ability in drawing. In fact, one of the best illustrated medical books published in recent years carried drawings made by the physician who wrote the book.

Quite often the layman thinks that the artist is born and not made. That can very well apply to the painter whose knowledge of color, composition and feeling for the beautiful seems to be an inborn instinct. We can hardly say that this applies to draftsmen in general.

Leonardo da Vinci believed that drawing was a matter of applied mathematics. He was not far



... a drawing of the front, back and sectional view after removal.

wrong with reference to medical drawings, for the proportion of the human body can be worked out to scale. "There are tricks in all trades." To the artist mathematics as applied to drawing is only one of his tricks that the layman very seldom comprehends or realizes. The following are simple examples:

A face can be placed in a square or the head in a cube. The eyes can be placed on a line intersecting two sides at the center of the square. From this given knowledge the entire proportions of the face or head can be worked out. For instance, it will be found that the nose of the average individual is the same length as the forehead, also the same length as from the center of the

lips to the base of the lower jaw. The ear is the same length as from the top of the eyebrow to the base of the nose. Taking the height of the average body as a hundred, every part has been figured out as some unit of the whole. Differences between male and female have also been calculated.

By constantly repeating such mechanical measurements the art student develops his ability to "measure with his eye." He eventually, with much practice, is able to determine automatically on paper the proportions by habit.

If the physician begins to analyze such simple forms as the proportions of a face he will eventually develop that ability to "measure with his eye" without having to use a scale. In his spare moments he can try to make sketches using these calculations.

He will be surprised to find out how easy it is to draw a face by applying these principles. When he has drawn a presentable representation of a face it will stimulate his interest to learn more about drawing.

It is an accepted fact that the person without much ability to draw, but who knows an intricate structure, such as a nerve supply, can make a much better interpretation of it on [TURN TO PAGE 127]

A drawing of a double uterus.



# the cluttered desk

WE remember a debating professor we had once, who listened to our rehearsal of a carefully prepared 15-minute argument (we forget the subject) and who, as the last echoes of our eager voice trailed off and up into the vaults of an empty balcony, came forward and said:

"Your material is excellent, the argument is logical, and the enunciation all right—but *what did I tell you about that left foot!*"

We stopped debating, and went out for track.

The same feeling we had then came over us this morning, when we read this letter:

"I should like to obtain one copy, *my* copy, of 'Leaves from the Diary of a Physician's Wife,' and herewith enclose my check for \$1.00! But, please, don't feel offended when I stipulate as a condition that I may be permitted to exchange the copy which you are likely to send me in case that it contains an uncomfortable percentage of typographical errors, against an improved copy of the next edition. Agreed?"

"This is my reason: we doctors all like to read *ECONOMICS*; it is, indeed, perhaps the only medical publication which we do read from cover to cover, but that makes me, at least, ambitious not to wish to find misprints and occasional wrong spellings as in the January issue...."

The criticism is so mixed with praise that we are uncertain whether to get another proof-reader or to raise the salary of the one we have. Maybe, after all, he is wiser than we are, who have said that every page in *MEDICAL ECONOMICS* shall be read three

times before being passed as okay. Maybe he works on the theory that to be letter-perfect is like putting too much oil on an oil-stone—you lose in abrasiveness.

And while we are on the subject, we may as well explain that "February 30", given as the publication date of *The Diary*, in last month's issue, was there because we had just been reading a pamphlet about the new World Calendar, in which February *does* have 30 days. And anyway, the real publication date of *The Diary* turned out to be, not February 30, or even February 28, but March 15.

We have found out the origin of the little verse which was published in *MEDICAL ECONOMICS* four years ago, and which many physicians now print in the corner of their statement-head:

God and the doctor we alike adore;  
But only when in danger—not before!  
The danger o'er, both are alike requited;  
God is forgotten—the doctor slighted!

The original was in Latin, and was written by John Owen, of Oxford, in 1647:

Intransit medici facies tres esse  
videntur  
Aegrotanti; hominis, Daemonis, atque  
Dei.  
Cum primum accessit medicus dixit-  
que salutem,  
En Deus aut custos angelus, aeger ait.

The business manager of an Oregon clinic sends a stamped, self-addressed envelope with every statement. This is perhaps the most subtle, but effective, reminder of all that promptness will be appreciated.

—THE MANAGING ED.

# Everybody's Business

By FLOYD W. PARSONS

**B**USINESS and the stock market are so closely related that they cannot be divorced in any consideration of trade and industry. We should not overlook that speculation is the most important single factor in the creation of periods of good and bad times. Whether one speculates or not, he cannot get away from the effects of wide movements in prices.

Millions of people now play the American stock market either actively or occasionally. Very few ever master the game. After more than 25 years of personal experience in buying and selling listed stocks, the secret of successful speculation, as we employ it, continues to be an alluring puzzle, so far as I am concerned.

However, I have learned a number of things. Deep in the vitals of Wall Street is a germ which periodically speeds up the machinery of speculation, causing it to move faster and faster until the whole mechanism finally collapses in exhaustion. This breakdown is not the fault of the machinery, but rather of the human factor which controls it.

This same Wall Street germ develops the unwise promotion, the demoralizing fraud and the nationwide investment hysteria that always end in depression, unemployment and distress.

There is much of good and much of bad in the New York Stock Exchange. Doubtless, as time goes on the good will be increased and the bad reduced. But it is safe to say that reasonable safety for the unwary investor is yet afar off. Wall Street, with its chart-reading experts, propagandists, margin traders, investment advisers and pool operators will continue to be the world's greatest "Monte Carlo" for years to come.

Eventually, we will regulate Wall Street and take the evil out of the human schemes and vital undertakings there carried on. Unjustified booms will be nipped in their inception. Close control of credit facilities will largely prevent over-production and tend to balance markets. Fact-finding committees will make available the truth concerning stock values to the thousands of people from every walk of life who are now easily induced to risk their savings in gambling on tips.

Thousands of people are much more interested in price movements than in dividends, interest, or even the manufacture of goods. Without rapid fluctuations



Photo by Ewing Galloway

## STOCKS, POOLS, and PUBLIC

All is quiet just now in this view of the Chicago Stock Exchange trading room, on the second floor of the State Bank of Chicago Building.

in values the stock exchange would be a dull place, and that is what would happen if the speculative judgment of the majority of the people were not mistaken the greater part of the time. There could be no great ups and downs in the price curve if the public had the ability to guess right.

A study of stock speculation discloses many interesting truths. The crowd is practically always wrong. To win, one must do the opposite of what nearly everybody else is doing. Almost every natural human impulse must be resisted. It is the mental hazards that cause the majority of losses.

More money is thrown away by purchasing good stocks at the

wrong time than by buying poor stocks. A very wise trader remarked: "The man who buys a stock solely because it is selling at a bargain price is much like a farmer who has a thermometer, but no almanac. With no record of the seasonal date available, this farmer would be likely to conclude that a warm day in February must be time to plant spring crops."

It is not enough to know that a stock is comparatively cheap. One must be able to say whether it is cheap on the way up or on the way down. Almost without exception, no stock was cheap in September, 1929, even after a big break in the market. A stock may be dear at \$75 a share in one year because the long-time movement is downward, and the same stock at the same price may be cheap a year or so later when the major trend is upward.

Each new period of stock market inflation is largely carried on by a new crop of speculators. Strange as it may appear, the new participants in this game seldom profit from the experience of their pre- [TURN TO PAGE 105]

---

---

# *The Physiological Action of* **FARASTAN** (Mono-Iodo-Cinchophen Compound) *in the treatment* *of* ARTHRITIS

An extensive clinical investigation has just been completed on "The Treatment of Arthritis"\* in an important Chicago clinic. The quotations, on the page opposite, have reference to "Medicinal Treatment."

★"The Treatment of Arthritis"—Dr. Stanley Fahlstrom, Feb. 1931 issue of Archives of Physical Therapy, X-Ray, Radium with International Abstract, from the Arthritis Clinic, Dept. of Medicine, Loyola University School of Medicine and Mercy Hospital, Chicago.

---

Following the extended use of FARASTAN (Mono-Iodo-Cinchophen Compound) in many of the leading hospitals and clinics in the United States, further reports dealing with its therapeutic action are appearing in the literature.

---

---

# 32 Concerts

By A. S. McCORMICK, M. D.  
Director, The Doctor's Orchestra

**T**HERE is a story told in Akron to the effect that a physician, making what he hoped would be the last call of the day, arrived at a patient's bedside, gazed rather abstractedly down the patient's throat, decided to make a more thorough examination, and reached into his kit-bag.

A moment later, his patient uttered a wild gurgle of surprise, and snapped his teeth together—on a flute. The doctor had picked up the wrong instrument!

The story may be exaggerated, but it illustrates the dire possibilities when physicians combine medicine with harmony—when they mix musical practice with medical practice.

The Doctor's Orchestra, of Akron, is five years old; it was organized in 1926, held its first practice in November of that year, and has given, since then, thirty-two formal concerts in or near Akron.

Our membership organization consisted of physicians exclusively, the only exceptions being two medical students. The instrumentation was: violin, two cellos, banjo, piano, flute, clarinet, two cornets, trombone, and drummer.

Two weeks later we received a request from a dentist for admission, and then we proceeded to discover that the ranks of the dental profession contained too many good musicians to warrant preserving our medical exclusiveness. We therefore changed to a medical-dental orchestra, and adopted the title "The Doctor's Orchestra." Membership is now open to physicians and dentists, and also to medical and dental students.

From the original eleven members, of whom six are still with the orchestra after five years, the membership has grown to an instrumentation of: violins 9, violas 2, mandolin, violin cellos 4, pianos 2, bass flute 2, clarinet

A photograph of The Doctors' Orchestra in rehearsal. This grouping has recently been changed to give a better tonal effect.

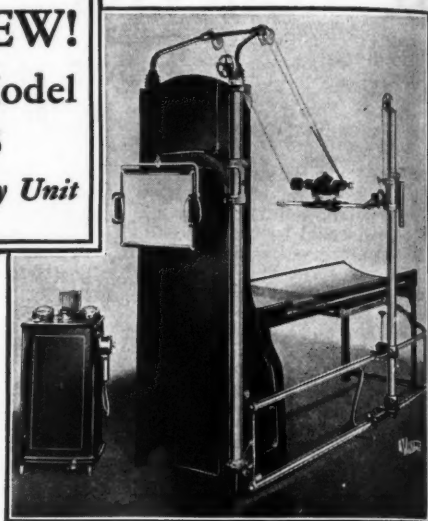


# IT'S NEW!

## Victor Model

### 17-75

#### Office X-Ray Unit



**T**HIS newly designed Victor outfit is bound to interest a good many physicians and smaller hospitals who want a compact, thoroughly efficient x-ray apparatus, offering a practical range of service, at a price commensurate with the volume of work they will do with it.

This Victor Model 17-75 is, as may be seen in the illustration, a complete and self-contained diagnostic x-ray apparatus, and requires a comparatively small floor space, considering the range of service that it offers.

With this outfit you are prepared to do horizontal radiography, with the curved type Potter-Bucky diaphragm permanently mounted underneath the table

top and operable over the entire length of the table; also vertical fluoroscopy at the foot of the table, by simply bringing the tube stand into position along the floor rail.

No overhead wiring to install, as the transformer is mounted on the floor, the high voltage current being conducted through insulated posts to the overhead reels and to the tube.

The ease of operation and refinement of control insure a consistently high quality of radiographs of real diagnostic value. Remember, this outfit bears the Victor and G. E. trademarks—you know what they imply.

Write for further particulars.

## GENERAL ELECTRIC X-RAY CORPORATION

2012 Jackson Boulevard

Chicago, Ill., U. S. A.

FORMERLY VICTOR X-RAY CORPORATION

Join us in the General Electric program broadcast every Saturday evening over a nation-wide N. B. C. network

April,

2, ba  
2, ho  
2—n

I  
sicia  
mitt  
to o  
with  
tion  
per

Th  
a m  
thre  
the  
an  
thou  
still  
good  
by o  
any  
ner  
cian

So  
limi  
and  
tals.  
num  
ceiv  
finan  
bers

ente  
whic  
ever  
able  
orch

R  
ever  
anc  
leve  
rehe  
ever  
is a  
to c  
first

W  
clas  
neve  
A  
men  
City  
tal,  
Tho  
a n  
is a  
spe  
a t  
only  
of c

2, bass clarinet, bassoon, trumpet 2, horn, trombone 2, tuba, drums 2—making a total of 32.

In a few cases members of physicians' families have been admitted to the orchestra in order to obtain important instruments, without which the instrumentation was too incomplete for proper rendition of certain pieces.

The Doctor's Orchestra is not a member of any union, though three of our players belong to the Musician's Union. We are an "open shop" organization, though we quickly gained and still retain the admiration and goodwill of the Musicians' Union, by our fairness and avoidance of any act that could in any manner deprive professional musicians of engagement.

So far our concerts have been limited to playing before medical and dental societies, and hospitals. We courteously refuse the numerous other invitations received. No member receives any financial compensation. The members of the orchestra are always entertained by the hospitals for which concerts are given, and every occasion is a very enjoyable affair for both audience and orchestra.

Rehearsals are held Thursday evenings 8:45 to 10:45. Attendance and interest are on a high level, and no time is wasted at rehearsals. Coats are doffed and everyone works hard. The result is an orchestra that is a surprise to everyone hearing it for the first time.

We play good music—both classical and next in rank. Jazz, never!

Among our membership are members of the staff of the Akron City Hospital, Childrens' Hospital, Peoples' Hospital, and St. Thomas Hospital. One cellist is a neurologist, one of the pianists is a heart-specialist, a violinist specializes in ophthalmology, and a trombone player does surgery only. In musical experience, many of our members are well-equipped,

several having played with well-known professional bands and orchestras. The bassoonist plays in Sousa's Band during the autumn tour of that organization.

Here is a typical program:

1. March—"The Royal Arch"
2. Waltz—"Vienna Beauties"
3. "Songs Without Words"
4. 6th Hungarian Dance
5. March—"Hands Across the Sea"
6. "Narcissus" from "Water Scenes"
7. Waltz—"A Thousand Kisses"
8. Intermezzo—"In the Shadows"
9. "The Parade of the Wooden Soldiers"
10. March—"Our Director"
11. Mazurka—"La Czarina"
12. Waltz—"The Beautiful Blue Danube"
13. March—"Under the Banner of Victory"
14. March—"On the Mall"  
"America"

The composers of "Royal Arch" and "Our Director" are members of The Doctors' Orchestra.

Our season begins in September and ends in June, with a Sunday afternoon outdoor concert at the Springfield Lake Sanatorium, before an appreciative and attentive audience of tubercular patients.

We are improving our work constantly, and practice as diligently as ever. Now, in its fifth season, the orchestra is in every way 100% better than in any previous period.

The photograph of ourselves [reproduced with this article] was taken at practice last April, and was not especially posed for. Since that time a different grouping of instruments has been put into effect, with noticeable improvement to the tone of the orchestra.

We are being pressed to break our rule against giving public performances, and may eventually yield at least for one performance.

# A SPRING TONIC

Spring often brings in its train a period of ill-defined disorders, usually characterized by lassitude, loss of appetite and impairment of nerve function. As a tonic in such conditions

## ESKAY'S NEURO PHOSPHATES

has won the complete confidence of the physician. It stimulates the jaded appetite, restores lost vitality and adds fresh "tone" and vigor to the system. It is also extremely agreeable to the taste and does not weary the palate on continued use.

*Eight and Sixteen Ounce Bottles*

SMITH, KLINE & FRENCH  
LABORATORIES

105 North 5th Street Philadelphia, Pa.

*Established 1841*

Le  
Y  
future  
I, c  
my id  
exper  
conclu  
difficu  
watch  
his e  
and t  
West  
South  
good  
few  
As  
amou  
nomic  
ly—d  
your  
wife.  
Ov  
tors  
say.  
great  
know  
about  
fears  
paren  
as w  
plexe  
"guts  
and  
searc  
ty o  
pract  
An  
attrit  
is th  
filthy  
quite  
it on  
with  
Luck  
an C  
nippe  
vast

# Letter to a Discontent

By ROLAND G. BREUER, M. D.

**Y**OU say that you are trying to look ahead ten or twenty years economically, and that you wonder what the future holds for you.

I, of course, can only give you my ideas as shaped from my own experience. Whether or not my conclusions will fit your case is difficult to say. However, having watched the medico battle out his existence in the large city and the small; the East and the West, and the North and the South, I believe I have a pretty good perspective on at least a few of his problems.

As I see it, what you will amount to in twenty years—economically, mentally, and morally—depends upon three factors: your ancestors; yourself; your wife. Let me explain.

Over the choice of his ancestors a fellow has not much to say. These forebears settle a great deal of his hash before he knows much of what it is all about. From them he gets his fears, repressions (I speak of parental training and influence as well as heredity) and complexes, certain taste-trends, "guts," love of the open or city, and so on. Also his flair for research medicine or for a specialty or for the good old general practice.

Another influence that may be attributed to the ancestral side is the lack or possession of the filthy lucre. And this latter is quite a powerful influence; with it one may carry out his desires; without it one needs to pray to Luck much more fervently. Many an Osler or Murphy has been nipped in the bud by the devastating drouth of poverty or

stunted by adverse winds of luck.

What you are, of course, is what your ancestors and circumstances have made you. This does not necessarily involve an entirely fatalistic attitude by any means. But after all, your ancestors merely gave you the weapons with which to hew your way through this Vale of Tears, yclept the world. Just how far you will get in it depends on you—on what you want to accomplish.

Do you want a lot of money? Or the satisfaction of having done your best with the working tools at hand? And the good old swelled feeling in the medistinum that comes from the knowledge that your people in that town of 548 people depend on you to stand between them and those dread, unseen shadows of death and disease which only a physician can understand and combat?

Or do you wish to be a pudgy, sleek-faced practitioner who never sets foot off the city pavement, but doing the same good for kindred humanity in a different sphere of life?

Like that beautiful lyric of Irving Berlin's "It all Depends on You." For it makes no difference where you practice—your relative success will always be the same. In the city you may make more, but relative values, such as wealth, will be just the same. For if a man is honest with himself and with his patients, he cannot escape success. If one strives to *have his patients satisfied*, as well as benefited by his ministrations, he need have no fear of not having patients. The idea of "satisfying the customer" holds just as well in the

# The Well Baby Eats Well

• *When the Supplementary Feeding is*

## KLIM

### POWDERED WHOLE MILK!

*Breast-fed* babies who are not making satisfactory gains and who are receiving insufficient nourishment should receive supplementary feedings of KLIM powdered whole milk.

*Bottle-fed* babies should receive, at regular intervals, all the milk they need to satisfy their appetites and to insure the growth curve.

*Clinical experience* has shown that babies make more satisfactory gains in growth and have a higher resistance to infection and disease when fed whole milk which is uniform in its constituents and is easily digested. Klim is such a milk.

*"The giving of food of too low a caloric value to meet the infant's needs is by all odds the chief cause of failure in infant feeding."*  
Marriott, Infant Nutrition, Mosby, 1930.



(Recognizing the importance of scientific control, all contact with the laity is predicated on the policy that Merrell-Soule products be used in infant feeding only according to a physician's formula.)

*Send for samples and literature.*

**MERRELL-SOULE CO., INC.**

Dept. M.E., 350 Madison Ave., New York, N. Y.

# KLIM

## POWDERED WHOLE MILK

**INSURE THE WEIGHT CURVE ~ PRESCRIBE KLIM**

practice of medicine as elsewhere—you are selling health and happiness and freedom to your customers (patients we dignify them), while the grocer sells them tangible beans and bacon and coffee. You save the soul and body; the grocer keeps body and soul together. But you dispense a commodity just as valuable and necessary as the grocer.

And, like the grocer, you are just as fully entitled to your pay as is he. Perhaps more so in many cases. But you must be able to collect what is due you. Not next year or the year after—but this year. The grocer has a definite stock on his shelves, which has a definite monetary value. He must sell this stock at enough more than he paid for it to pay his overhead in rent, heat, clerical help, etc., and to give him a decent living. If he cannot do this, he had better quit at once.

The physician has an investment of about \$30,000 in his education. On this he must collect \$1,800 each year just to pay the interest on the investment. In other words, if you loan someone thirty thousand, you want at least 6% return on it. After that you must pay your overhead, and living. Then comes the profit—and the depreciation on your brain. Your brain is all you have—without it your practice is floeey. You have about twenty active years between the time you really get started in practice and the time when you begin just to tread the mill and rest on your previous efforts.

In that twenty years you must do all that is to be done—make your niche, make your "rainy day money" and your mark in the world. And to do this, you must use present day business and commercial methods, which are just as necessary to a physician's program as to any other. Without them one just drifts along. Can you do it?

I landed in a little Kansas town of 394 people. There had

been three generations of medical inefficients before me. People were going to other towns and the big cities. Fees were as low as 25c an office call and 25c a mile on calls. I began charging \$2.00 an office call and a dollar a mile out calls. Roundabout doctors called me all kinds of fool and predicted an early business demise. The people at first raised a rumpus and waged vociferous war. That first year I collected just \$12.00 short of seven thousand dollars. The next year I did a little better, even with the Wall Street crash and the business hysteria.

When I left for California, I sent out not a single statement and collected within \$150.00 of my bills. In these I did not count a couple of hundred dollars debts incurred by frank deadbeats which I knew were lost when I gave services. I had few of these, however, as I weaned them out quickly and mercilessly early in the game. Also, when I left



the people used all kinds of duress and persuasion to hold me there and even now they keep writing me to come back. Each once in awhile a rumor is started that I am returning and a flood of letters comes to urge me to hurry.

Then, like a fool, I hurried away to become a city doctor. I am here now. Things are break-

ing well and my people seem to like me.

Am I happy? Boy, if I could find a little town of a couple of thousand in northern Kansas or eastern Nebraska that needs a doctor—where I could begin making a little money in a month or two—I would travel so fast that the horizon would be clouded with dust.

Why? Because I miss the good old sons of the soil to whom a doctor is like a god. Who pay out their money for just bills like a bank honors a check—to whom an honest debt is a worry. I miss that feeling that comes from being the only one to shoulder the medical responsibilities of my charges.

I miss the kids that tiptoe into my office and wheedle, "Ef ye ain't busy, Doc, le's make a kite."

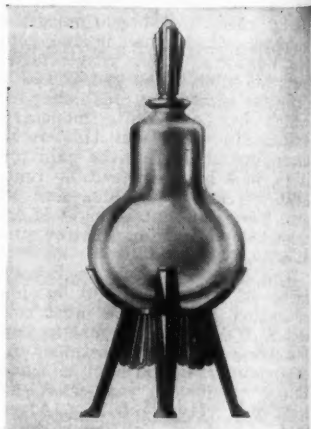
And the wild night rides ahead of an onrushing prairie storm or across cornfields in the teeth of a bawling blizzard. And those long, peaceful sunsets where the twilight settles over a peace and quiet that enfolds one's soul as he plods toward the little yellow square of light that marks the kitchen where the wife is concocting a nice steaming supper.

And lastly, the wife. If she is a good soldier and understands that her lout of a husband is doing a far greater work in the country than he ever could do in the city; if she can keep from rubbing it in to the landed gentry that she is "the doctor's wife" and still maintain dignity; if she can help save for those gray-headed years; and smooth over the little rough spots for her hard-working mate—then she is a treasure that will make everything else pale into insignificance—as my helpmeet has done through the years.

To sum up, the elements of success are: shoot square and satisfy the patients; charge a good, fair price for your work; collect it; save a part of it and put it into *good* investments; pick a good wife. If you do this,

you are safe anywhere. If you cannot do this, you are sunk anywhere—in the city or at the cross-roads.

## Show-Globe Modernized



A manufacturer of bottles, the Owens-Illinois Glass Company, is undertaking a campaign to bring back the almost extinct Apothecary Globe to the pharmacist's show window.

The old trade mark of pharmacy, the globe of colored water, has largely given way to the more commercial "window display" featuring a group of daily or weekly specials.

In the effort to revive the show globe, this emblem has been redesigned in several modern styles, one of which is illustrated here. The new globes will be filled with colored water and illuminated electrically.

The Owens-Illinois Glass Company is testing the enthusiasm of druggists over the idea.

what  
upon  
Her  
every  
operat  
should  
1. T  
writin  
collect  
2. T  
all cla  
they a  
uncolle  
3. T  
every  
previo  
4. T  
basis o  
agency  
for its  
collect  
5. T  
claim  
cover  
6. T  
accoun  
quests  
nish t  
where  
7. T  
quest,  
person  
connec  
This s  
such a  
receip  
and a  
with t  
8. T  
tioner  
might  
client

# 8 Collection Tests

By N. K. MacEWEN

Manager, Syracuse Credit Bureau, Inc.

**C**ONFRONTED by the representative of a collection agency, what questions should a physician ask; what conditions should he insist upon being met satisfactorily?

Here are several things which every well meaning and honestly operated adjustment concern should promise and live up to:

1. To acknowledge promptly in writing all claims received for collection.

2. To work conscientiously on all claims regardless of size until they are collected or found to be uncollectible.

3. To remit in full monthly for every cent collected during the previous month.

4. To collect on a contingent basis of commission. No collection agency should receive any money for its services until money is collected.

5. To notify the client on every claim when legal action to recover is to be taken.

6. To report the status of any account whenever the client requests it. The client should furnish the names on all accounts where such reports are desired.

7. To grant clients, at their request, the privilege to inspect, in person, any and all records in connection with their accounts. This should include every record such as correspondence, duplicate receipts for amounts collected and any other data connected with the claims received.

8. To use no methods, stationery, letters or forms which might in any way involve the client or bring discredit on the

manner in which collection is effected. Your collector is your agent and you may be held responsible for his acts.

These features of an honest collection service are based solely on common sense and fair dealing. Cooperation in this manner, when handling the accounts and money of another, should come as a matter of course.

But, let us ask, did any physician ever experience relations with one of these high pressure professional collection agencies where these eight points were agreed to and carried out? Several of these provisions, especially numbers 3, 4, and 7, would be irksome to this sure-fire producer who pounds your desk on the exact spot where he is going to lay that check in record time.

To be bothered with these details would cramp his style because he represents a firm which does things differently. All you have to do is to hand over the accounts and forget about them. (And, after turning over your list of delinquents, you might just as well forget about them.) The time will come when there will be legislation regulating the activities of collection agencies and all legitimate collectors will welcome that legislation.

When it does come, you will find some or maybe all of the eight provisions just suggested on the statute books. The agency which collects for you should be obliged to guarantee this much—but more “cometh of evil and he that is deceived thereby is not wise.”

[TURN THE PAGE]

# Use DRYCO in Nutritional Anemia

## *Iron is a Vital Factor in Infant Metabolism*

The proportion of mineral elements of the milk is an important factor in promoting basal metabolism and satisfactory feeding.

## *Babies Must Get their Iron from Milk!*

The iron content of DRYCO is two to five times as great as that of natural liquid milk. "This increase in iron content is obviously due to the intimate contact of the milk with the desiccating cylinders." DRYCO, the roller-processed dried milk, "has failed to cause the degree of nutritional anemia commonly reported for natural liquid milk." (Supplee, G. C., Dow, O. D., Flanigan, C. E., and Kahlenberg, O. J., *Journal of Nutrition*, Vol. II, No. 5, May, 1930.)

## *Another Reason Why DRYCO Has Given Such Satisfactory Nutritional Results*

Send for samples and literature on the iron content of Dryco. Pin this to your Rx blank or letterhead and mail to Dept. M. E.

THE DRY MILK COMPANY, Inc.  
205 East 42nd Street, New York, N. Y.

# DRYCO

## PRESCRIBE DRYCO IN ANEMIA

Stop and think for a moment—how does the legitimate medical practitioner regard the quack who advertises for business and guarantees results?

Whether he knows it or not, the honorable professional man looks on this kind of practice just as the *legitimate* collection agency looks on the *high-pressure* agency which guarantees results—and for the same reason—both are gambling with the same uncertainty of human nature with an equal chance of fulfilling their guarantee to cure or to collect.

Theoretically, the same set of symptoms or the same stages of delinquency under apparently the same circumstances should respond to the same treatment. *But they don't.* Can the doctor help it if his asthma patient, who has been so carefully cared for, goes out on New Years' Eve and succumbs to acute alcoholism? Hardly. No more can the best collector in the world predict the circumstances which may prevent the recovery of a claim a month from today which now appears to be entirely and easily collectible.

In order to take care of a large volume of collection business with any measure of dispatch, there must be a routine established for handling claims under a more or less prescribed method. Extreme cases require extreme measures. Sometimes you start the oxygen before you begin the operation. But, as a whole, the treatment is much the same and the results may be figured on the basis of the law of averages.

*But this law of averages does not warrant any collection agency anywhere guaranteeing any particular professional man that a certain amount of his particular accounts will be collected.* Some even go so far as to state how much will be collected within three months or six months or some other time. Can President Hoover's physician predict exactly what Mr. Hoover's tempera-

ture will be on the first morning of the extra session of Congress?

The fact is that your accounts may yield 75% results within sixty days from the time the collection agency starts to work on them, while some other physician may use the same collectors and not collect 5% in a year's time. There is as much difference in the class and value of accounts as there is in the human temperaments and abilities to respond of your patients. Do not be deceived by guarantees; do not let yourself believe what you like to hear when one of these slick highbinders promises to lay \$500 on your desk within sixty days.

His living depends on the number of accounts you give him for which he will get a flat rate of from 25c to 50c each. To get these accounts he will tell you anything. After that he is not interested. His income is not contingent on the amount collected and his firm usually accepts the accounts for collection through a contract or agreement whereby your rights are nil.

Very often this nice appearing speaker in superlatives is from a distant city. Far away collection agencies seem to appeal to professional men for some strange reason. You would hardly go 500 or 1,000 miles to buy a standard make of automobile distributed in your own city.

The next time you are confronted by a collection representative, insist on proof that the conditions laid down in the beginning of this article will be complied with.

Then ask time to think it over. *Insist on time!*

And after he is gone, just ponder this matter, and decide which will net you the best results in the end—accepting this stranger's airy promises, or dealing with a straightforward substantial collection concern right in your own locality, one which will still be there tomorrow, and next week, and next year.

# Its EFFECTIVENESS is proved

## Have you tried a sample?

**T**HE effectiveness of Absorbine Jr. in treating cases of interdigital ringworm has had abundant verification in clinical and laboratory tests, and in general practice.

This ailment, which so many people now call "Athlete's Foot," has spread to such an extent that the United States Public Health Service has reported "*at least half of all adults suffer from ringworm (of the feet) at some time.*"

Before Absorbine Jr. was offered to the profession for ringworm therapy, it was given ex-



haustive tests in a famous laboratory. Summed up, these tests showed that Absorbine Jr. positively inhibits the growth of the ringworm organism (*tinea trichophyton*) and at the same time is harmless to tissues.

If you have not received a sample of Absorbine Jr. to use in this connection, please send the coupon so that you may become familiar with the satisfactory way in which it helps relieve patients. At all druggists—\$1.25 per bottle. W. F. Young, Inc., Springfield, Mass.

## Absorbine Jr.

FOR YEARS HAS RELIEVED  
SORE MUSCLES, MUSCULAR  
ACHES, BRUISES, BURNS,  
CUTS, SPRAINS, ABRASIONS



W. F. Young, Inc., 207 Lyman St.  
Springfield, Mass.

Gentlemen: Kindly send me a sample of Absorbine Jr. without obligation.

Dr. ....

Address. ....

I hear  
ly. "work  
outfi  
reach  
certa  
the c  
On  
situa  
face,  
cial  
again  
home  
dolla  
frequ  
sive  
and  
judg  
torn  
emp  
W  
prop  
Th  
cert  
prot  
levie  
tor.  
clud  
—up  
prop  
hous  
visio  
fami  
and  
the  
in s  
truc  
curi  
ly on  
wag  
sixty  
T  
emp  
roug

# Why Debtors Laugh

By ROSS DUDLEY

"I HAVE a \$500 judgment against a fellow who owns a \$5500 house and we can't collect a nickel,"

I heard a physician complain lately. "His home is exempt and he works on a commission for an outfit in another state so we can't reach his income. The laws are certainly made for the benefit of the crooks."

One of the most aggravating situations that the doctor has to face, to say nothing of the financial loss, is to have a judgment against a person who owns a home worth several thousand dollars, drives a better car and frequently lives in a more expensive style than does the creditor and still be unable to satisfy the judgment, being told by his attorney that the property is "exempt."

What is meant by "exempt property?"

This phrase simply means that certain property of a debtor is protected by law and cannot be levied upon and sold by a creditor. Generally speaking this includes real estate—the homestead—up to a certain value; personal property, such as furniture, household goods, food and provisions for the debtor and his family, wearing apparel, tools and hand implements used by the debtor in making his living, in some cases a touring car or truck when used largely in securing a livelihood, and generally one-half or more of the debtor's wages earned within thirty or sixty days.

The value of the property exempt varies in different states; roughly speaking, it varies for

real estate, or the homestead, from \$1000 to \$5000; and for the personal property, such as furniture or household goods, from \$300 to \$1000.

The purpose of the statute is to prevent the head of the family and his dependents being deprived of the necessities of life, or of the resources by which these necessities may be obtained, so as to place them in danger of becoming public charges.

The moral to the story is that a doctor, in giving credit, should not rely upon exempt property as the basis of the financial worth of the debtor and depend upon levying it if necessary. It can't be done and the creditor ends up with a worthless judgment, at least for the time being, and probably forever.

But how could a debtor own a \$5500 home exempt from execution, as happened in this instance?

The defendant was the head of a family, consisting of his wife, five children, and an aged mother. The statute of that state allowed him as the head of the family a homestead exemption of \$1500 for himself, \$500 for his wife and \$250 for each other member, amounting in all to an exemption of \$3500. The balance of the exemption, \$2250, was represented by a mortgage for that amount.

The state supreme court held that the defendant was entitled to his exemption after deducting the amount of the mortgage from the value of the property, so the remaining value was less than the exemption and the creditor could reach nothing.

# I

## **Increasing the effectiveness of the SALICYLATES ...**

**T**HE MODERN trend in salicylate medication favors the concomitant use of alkalis, to neutralize the acid toxins of the bacteria of rheumatism, and to lessen the cardiac dilation associated with rheumatic disorders.

The Wm. S. Merrell Company—pioneers in salicylate medication—have carried the principle into practice by combining in one product, natural salicylate with a balanced alkali. This preparation is available under the name

### **ALYCIN**

Alycin provides the full

effect of the natural salt prepared from the natural source—birch oil—and at the same time provides a more effective and safer method of alkalization than is possible from the use of single alkalis.

In colds, influenza, neuralgias, etc., the analgesic effect of Merrell's Natural Sodium Salicylate is enhanced by the alkalizing action of the base, which combats the underlying acidosis.

Write for sample and literature describing this more effective method of salicylate medication.

THE WM. S. MERRELL COMPANY  
Cincinnati, Ohio  
Dept.

Send me a sample of ALYCIN and full literature.

Dr. \_\_\_\_\_

Address \_\_\_\_\_

**The Wm. S. Merrell  
Company**

**CINCINNATI, U. S. A.**

# A Secretary Replies

## WITH A LIST OF SUGGESTIONS FOR THE PHYSICIAN-EMPLOYER

N "Suggestions to a New Secretary" [MEDICAL ECONOMICS, February, 1931] mention was made of teamwork. The many suggestions made are so apt and pertinent that I wonder if an old secretary could point out a few ways in which a physician-employer may more quickly obtain responsive and intelligent service, or teamwork?

1. The office should be strictly for business. Your family troubles, financial or otherwise, should be kept at home. The secretary no doubt has similar ones and doesn't enjoy listening to yours.

2. Your secretary will become what you wish her to be. Encourage her to assume responsibility by accepting her statements. If you expect her to take histories, show some familiarity with her statements in the presence of the patient. This will make it easier for her to make an appointment next time with that patient without calling you to the phone.

3. Remember that she is not a graduate of medical school. Surgical and anatomical terms are just as difficult for her as they were for you. Be patient. Did you stand at the head of your class every day?

4. If yours is all appointment work, and the office is supposed to close at four, don't expect her to get enthused with an hour of overtime two and three times a week. She is an employee, not a partner. It may mean \$15 or more to you, or valuable experience which you desire; to her it

usually means just another appointment.

You will find your assistant as willing as you to stay for *true* emergencies. If these occur frequently, show your appreciation in a tangible sort of way.

5. Give her dignity by always addressing her as "Miss," and never by her given name, no matter how young she may be, how well you know her, or how long she stays with you. "Miss" adds inches to her stature and a desire for business acumen. A given name predisposes to gum-chewing, smoking and other abuses which familiarity breeds.

6. Accept minor changes in the wording of your dictated letters providing the meaning remains unchanged. Your assistant may be a recent graduate of a business course, and a student of good English too. She knows that phrases formerly considered good are now obsolete. She could also tell you that it is no longer considered good business ethics to put in a call, through her, to another physician or "contact." By so doing you are insinuating that your time is more valuable than that of the person called.

7. If you wish your assistant to be your collector, teach her by precept and example, just how to go about it. If it is an odious task for you to collect what is rightfully yours, what must it be for her? It takes tact and years of experience to make a successful collector.

8. Be considerate. If your secretary runs [TURN TO PAGE 73]

# ACID STOMACH

## *The New Colloidal Treatment*

In an effort to get away from the many well known objections which apply to the alkaline antacids, a new and improved method has been evolved for the safe and effective treatment of hyperacidity.

It involves the use of a *non-toxic* colloidal type of aluminum hydroxide known as Alucol, which adsorbs *excess* of hydrochloric acid forming a colloidal gel and permitting continuance of proteolytic digestion.

This is vastly different from the old method of chemical neutralization.

Alucol avoids the secondary rise of acidity which has been shown to follow excessive use of alkalis in the stomach. Further, it cannot produce systemic alkalosis, as it is not an alkali and is not absorbed.

Why not try Alucol in conditions where it has proved so highly successful in clinical practice—gastric secretory disturbances characterized by hyperacidity. Reports testify to its undoubted value in the treatment of gastric and duodenal ulcer.

Let us send you a trial supply, together with full literature. Use coupon below.

# ALUCOL

(COLLOIDAL HYDROXIDE OF ALUMINUM)

THE WANDER COMPANY,  
180 North Michigan Avenue,  
Chicago, Ill.

Dept. M.E. 4

Please send me, without obligation, a container of ALUCOL for clinical test, with literature.

Dr. ....

Address .....

City .....

State .....



N  
en  
cia  
we  
tribu  
the l  
doctor  
ed w  
peals  
ter's  
ging  
ing p  
said  
depre  
famil  
Co  
count  
for t  
n't l  
raise  
sician  
have  
the  
doctor  
them  
the h  
I  
tunat  
took  
seven  
bolst  
And  
quain  
"hom  
ties)  
easil  
neigh  
risk  
fessi  
muni  
So  
ganiz  
gran  
ways  
ent  
must  
hand

# Spotlight on Charity

By THE CHAIRMAN OF  
A FAMILY BOARD

**I**N these days of advertised unemployment, with various social agencies and committees working overtime to wrest contributions of jobs or money from the long-suffering public, with my doctor-husband's mail-box crowded with advertisements and appeals, deploring the past winter's business depression and begging for funds to assist the starving public, there has been nothing said or done about the economic depression of the doctor and his family.

Committees throughout the country are busy raising millions for the unemployed—but I haven't heard of any funds being raised for the unemployed physicians—although obviously there have been enough of them during the past winter. Seemingly the doctors are expected to shift for themselves—and the devil take the hindmost!

I know one doctor who fortunately having a musical bent took a job in a movie house for several hours afternoons, to help bolster up the family finances. And a doctor's wife of my acquaintance has been taking in "home work" (finishing neckties); genteel work, no doubt, easily done without letting the neighbors know about it, and so risk injuring her husband's professional standing in the community.

Social and philanthropic organizations seem to take for granted that the doctor is always affluent, entirely independent of business conditions. They must believe that, for with one hand they are taking away his

daily bread and butter, and with the other hand reaching out and asking the doctor to contribute a share from the curtailed earnings for which these very agencies are largely to blame.

For hundreds of years physicians have assumed the altruistic attitude, and shrouded themselves in ideals which may be summed up in the familiar words, "It is more blessed to give than to receive"—even to the point of giving all and receiving nothing. The ethics and ideals of the medical profession have been handed down from generation to generation for so long that the public feels them to be obligatory. Even the medical societies themselves look with horror upon any gesture of the individual physician that might be construed as being the least bit mercenary.

As a physician's wife I have no quarrel with these ideals and the pursuance of them by the doctor, no matter how much it hurts, when no one but himself suffers as the result of them. But when the doctor has a family, whose training and growth and physical welfare depend upon his economic status, these ideals must be tempered by a certain amount of practical considerations. Those doctors who feel so keenly the altruistic call of their profession, to the sacrifice of their own family, might better retain the state of single blessedness.

But where they have assumed the responsibilities of a family, they should remain true to this trust as well, and should oppose the many agencies which have been permitted to creep in and



Psylla — the sterilized seeds of plantago psyllium — helps to correct constipation and promote bowel regulation by providing bland bulk and lubrication.

## STERILIZED

A Wise Precaution to Protect Your Patients

So much interest is centered around the corrective value of psyllium seed in constipation that the market is now being flooded with a number of brands of psyllium that certainly would not merit the approval of discriminating users.

Where you want your patients to benefit from the action of the true psyllium seed, we suggest that it is always a wise precaution to specify carefully

### PSYLLA

(plantago psyllium)

Psylla is not to be confused with the ordinary commercial product, because it has been carefully sifted, screened, freed from dirt, and as a final precaution, has been sterilized so as to render the seeds fit for internal use.

Let us send you a trial tin.  
Write your name and address on margin.

**THE BATTLE CREEK FOOD COMPANY**

Dept. ME-4-31, Battle Creek, Michigan

compet  
the ec  
doctor  
tors th  
age to  
time f  
cases  
tributi  
and th  
the de  
hand  
milita

We  
been  
ceptin  
our h  
glean  
trying  
as po  
mainta  
that d  
educat  
has b  
profes  
gener  
time v  
or les  
grant  
tea, t  
tion,  
THE  
ABOUT

Wo  
be to  
of en  
ence  
Recent  
saction  
trust  
tated  
docum  
pany  
their  
up t  
advise  
talent  
tested  
sary  
that  
the E  
to p  
draw  
clude  
the tr  
Re  
a few  
ter.  
howe

compete most unfairly against the economic well-being of the doctor's family. And if the doctors themselves haven't the courage to take this stand, it is high time for their wives, who in most cases are responsible for the distribution of the family finances, and therefore justly interested in the doctor's income, to take a hand in the matter and turn militant.

We physicians' wives have been all too long-suffering, accepting the financial return that our husbands have been able to glean from their profession and trying to make it stretch as far as possible, at the same time maintaining our families with that degree of respectability and education, the standard of which has been set by custom for the professional man these many generations back. At the same time we have listened with more or less patience to our husbands rant about dispensaries and clinics, the Workmen's Compensation, etc.—**BUT WHAT ARE THE DOCTORS DOING ABOUT IT?**

Would this unfair competition be tolerated in any other field of endeavor? Here is an experience with the legal profession. Recently we had a business transaction with one of the leading trust companies, which necessitated the drawing up of certain documents. Although this company had competent lawyers on their staff, they would not draw up these documents. We were advised to employ outside legal talent. When my husband protested that this was an unnecessary expense we were informed that they regretted it, but that the Bar Association was opposed to permitting their lawyers to draw up these documents and include it as part of the service of the trust company to their clients.

Result: Twenty-five dollars for a few pages of typewritten matter. In the medical profession, however, the doctors not only per-

mit outside agencies to encroach upon their field of activity, but even go so far as to aid and abet them in so doing!

Take for instance the dispensary system. This is without doubt unfair competition waged against the physician; yet who is to blame? The doctors themselves! These agencies are for the most part administered by individuals outside of the medical profession, who make their living therefrom. And yet the doctor, upon whom the entire dispensary system depends, gives his services FREE. The misnomer, "free dispensary," has been perpetrated upon a gullible public enough. With the exception of the dispensaries affiliated with city institutions, such a thing as a free dispensary does not exist in any city. They all charge a fee of twenty-five or fifty cents at each visit, twenty-five or fifty cents for the medicines which are given, and special extra fees for special examinations, such as x-ray and blood tests, and also extra fees for special treatments.

Many a time have I seen a dispensary "free patient" ride up or ride away in a taxicab. And yet, is it any wonder that our hospital dispensaries are none too particular in investigating the financial status and ability to pay of these patients who come to the clinic for "free" treatment.

Why should they be, when the average patient is worth a dollar (and many probably more) to the dispensary treasury—which helps quite a bit toward paying the salaries of the workers, from the superintendent down to the porter. The larger the number of dispensary patients, you see, the more certain is their job.

The dispensary therefore exploits the clinic physician in two ways—by permitting those able to pay to secure clinic treatment, and by strengthening their own financial status at the expense of the doctor.

During the past winter the



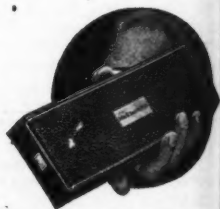
# DEPENDABILITY

Days of convalescencel . . . The danger is past. Complete recovery lies just ahead.

But the doctor, ever cautious, takes no chances. His periodic examinations continue.

And his Baumanometer, ever dependable, keeps him posted on true blood-pressure conditions.

**W.A. Baum Co. Inc.-Originators**  
and Makers Since 1906 of Bloodpressure Apparatus Exclusively



THE **KOMPAK** MODEL

Smallest—Lightest—Handiest

public, taking advantage of the business depression and unemployment hysteria, have assailed the clinics in greater number than ever. Last week I was chatting with an out-of-town friend, also a doctor's wife, who was deploring the "hard times." I tried to comfort her with the assurance that at least her husband's specialty (nose and throat) was a necessity.

"Oh, yes," she retorted, "people still get their tonsils out and their sinuses treated—Jack has met several of his former good-paying patients this winter at the dispensary."

The other day I heard of a certain hospital in our town whose board of trustees had ordered a closer scrutiny of the financial status and ability to pay of all applicants, the result of which IN ONE MONTH was to reduce the number of patients treated there by about twenty-five per cent. The occasion which invited this action by the trustees, it is said, was the result of one of the doctors having fainted while working in the clinic. Later on when he was revived it was learned that he hadn't had a square meal himself for several days.

*The irony of that!* Working for nothing, against his own interests, treating presumably needy patients when he was himself almost of their own class. Suppose this percentage held good for ALL our clinics! It makes any doctor's wife furious to think of the tremendous income that is being taken (I almost said *stolen*) from physicians in private practice. And this injustice is furthered by the "sob sisters' union"—the social service workers who are making their living out of a hungry doctor's free services.

The greatest bane, however, to the doctor's practice is the more recently organized pay clinics which are being held at night so as not to interfere with the

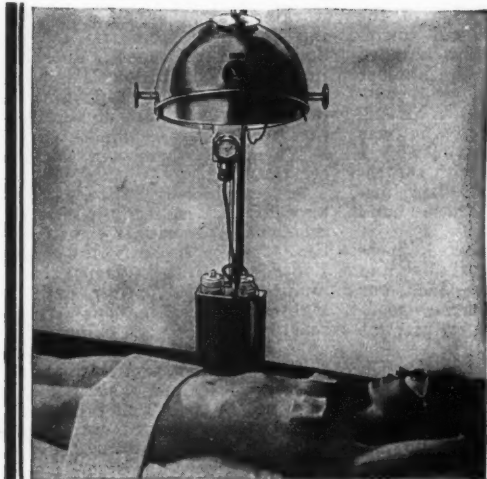
working class, these clinics charging anywhere from two to five dollars for treatments. In some instances a small dole is handed out to the clinic staff, but in others not even here do the doctors receive any remuneration.

When, oh when, will doctors see the light?

In considering the various agencies that menace the doctor's economic prosperity, I cannot entirely ignore the activities of the Boards of Health in various communities. Truly, they have a rightful place in our social scheme, and they are doing valuable work in improving public health by their progressive and aggressive campaigns; but do they not in their zeal frequently overstep the line of preventive medicine and engage actually in the treatment of the sick? In this respect they are usurping the prerogatives (and incidentally deflecting the emoluments) of the private physician.

For instance, in some of our cities the Health Boards have an organized system of Baby Health Stations, where mothers are encouraged to bring their children periodically for examination and advice and for periodic change of feeding formulas. As long as the baby is well, I presume that this might be construed as preventive medicine. But when a baby suffers from some ailment incident to the feeding problem the doctor at the station will not hesitate to prescribe and give treatment for the condition.

Here again the ability to pay is not under consideration. I know of more than one instance where babies have been enrolled and cared for at baby health stations for a period of a year and more, whose families could well afford to pay for this service. A mother whom I know well has had her two children under the supervision of a milk station for more than a year; and I happen to know that during this time they have been purchasing a home on



*Technique: With the Alpine Sun Lamp administer first or second degree erythema, a tonic dosage, over entire body. Care should be used to limit initial radiations to mild reaction, avoiding intense erythema.*

## *The Alpine Sun Lamp for Anemia*

The use of Quartz-Mercury Ultraviolet in conjunction with proper diet and hygiene in the treatment of anemic patients is recognized as beneficial. Improvement of appetite, vitality and general condition results from body radiations with the Alpine Sun Lamp.

For twenty-five years Hanovia has been the leader in the development and manufacture of Ultraviolet lamps of the Quartz-Mercury Vapor type. More than 170,000 physicians and hospitals the world over have gained a large part of their knowledge of Ultraviolet and its technique from the use of Hanovia equipment.

### **HANOVIA Lamps for Light Therapy**

*Divisional Branch Offices:*

**CHICAGO, ILL.** 30 N. Michigan Ave.  
**NEW YORK, N. Y.** 30 Church St.  
**SAN FRANCISCO, CAL.**  
220 Phelan Building

**HANOVIA CHEMICAL & MFG. CO.**  
Dept. 264, Newark, N. J.

Please send me your literature describing  
Hanovia Quartz Lamps and their application.

Dr. \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

the monthly instalment rental plan.

The house is now paid for—all but a small first mortgage, and the family are delighted and no doubt feel very thrifty. All very commendable, probably, from one point of view, but not from mine. I can't help feeling that at least a part of this money was taken away from the doctor's family; and I can't see a reason why any family should be made prosperous at the expense of the physician's family, by the municipality competing against the doctor.

One cannot ignore the injustice under which physicians suffer by reason of Workmen's Compensation insurance, as it exists in some of our states at present. This seems to be for the most part under the control and domination of the insurance companies, who have very little humane interest in the injured individual and none at all in the medical profession. Their one interest is how they can escape with the smallest payment.

It is quite true that Workmen's Compensation work provides extremely lucrative incomes for a small coterie of physicians; but here again the profession is divided against itself, since this small coterie is profiting at the expense of their colleagues. I cannot see why a patient who is accidentally injured while employed must give up his own family physician, who has been his medical adviser perhaps for years, and accept the services of a strange physician designated by an arrogant insurance company, under the threat of refusal to pay for his treatment or give him the compensation that he is entitled to. It is clear that the law permits such a thing; but it is not clear to me WHY it should be permitted.

Another vicious practice which affects the physician's income is the counter-prescribing of drug stores, where medicines are passed over the counter for any-

thing from pet corns to "blood diseases." This is not only bad for the practicing physician, but vicious for the patient, since no effort at diagnosis can be made. Drug clerks are interested in symptoms not as warning signals of disease, but merely as reasons for selling certain nostrums with which the druggist's shelves are well-stocked. In most instances an individual goes to the drug store and describes to the clerk some symptoms that he or she has, or that one at home is suffering from, and requests some kind of medicine, leaving it to the druggist to decide what particular medicine to peddle out.

Of course this is actually practicing medicine without a license by the druggist, and is a violation of the Medical Practice Act of most states. In this legal phase of the subject, however, I as a physician's wife am not interested. My interest lies in the fact that this is another form of unjust competition, by which much income is deflected from the doctor.

We agree that the sick and indigent must be cared for; but that care should be given FREE by the municipality or community. The doctors giving this service should be paid, and the cost thereof distributed through the community—not out of the doctor's pocket alone. In order to avoid making the appointment of these physicians a matter of political patronage, they should be under the supervision of the Civil Service and by examination. Furthermore, a bureau of investigation should be affiliated with this service, so that only truly indigent patients are treated. A penalty should be imposed by law upon individuals who obtain free treatment under false pretenses. Some states, I believe, have these laws—but who has ever heard of their being enforced?

What would this accomplish? It would turn back to the doctor those patients who ought to pay

# The Treatment OF Hemorrhage

**T**HIS important and interesting subject is dealt with in a concise and informative way in a new book we have just published, under the above title.

This book gives, in a brief and authentic manner, information on the accepted procedures in practice for the control of various types of capillary bleeding.

We will be pleased to send the physician a copy free of charge. The coupon below is for your convenience in requesting a copy.



**FLINT, EATON & CO.**  
Decatur, Ill.

*The Pioneers of*  
**CEANOTHYN**

Reg'd U. S. Pat. Off.

*The Blood Coagulant*

**FLINT, EATON & COMPANY,**  
Decatur, Ill.

Gentlemen: Send me, without obligation, copy of your book, "Treatment of Hemorrhage."

Dr. \_\_\_\_\_

Address \_\_\_\_\_

M. E. 4

for their treatment, and whose fees rightly belong to the doctor. Furthermore, it would provide, through their clinic work, an additional income for many doctors, particularly those who are still working at the arduous task of "building up a practice." For these physicians (and there are always plenty of them) such dependable income would certainly be a boon. Of course to the doctor who has a lucrative practice these positions should not appeal.

It is about time for doctors to unionize or organize for their economic welfare and their motto should be "The laborer is worthy of his hire." If the doctors themselves do not see the light it is high time we, their wives and partners in the business of living, try to show it to them.

It is part of our job to make our husbands realize their own professional value. They are licensed by the State to practice medicine, and enjoy the emoluments thereof, *only after a long and expensive training*, and they should resent and attack the hydra-headed monster that has been threatening their economic welfare.

I suppose the wrath of the gods will descend upon my head, called down by some of the altruistic members of the medical profession who read MEDICAL ECONOMICS. I shall be accused of lacking ideals, of being mercenary, commercial, greedy, inhuman, or what not. Well, maybe I am; but after having lived in a physician's family and associated with physicians' families for many years, and seen the doctor used and abused, paid or not paid according to the whims of the public; after having seen the doctors working against themselves, to their own financial detriment, and seen their families suffer—I guess I have become calloused. And I know I have many fellow-sufferers.

Each physician therefore should consider himself an in-

whose  
doctor.  
provide,  
an ad-  
y doc-  
who are  
us task  
e." For  
ere are  
uch de-  
ertainly  
ne doc-  
practice  
appeal.  
tors to  
eir eco-  
motto  
worthy  
them-  
t it is  
s and  
living,  
make  
own  
are li-  
practice  
molu-  
long  
they  
the  
has  
nomic  
gods  
called  
istic  
ofes-  
NOM-  
eking  
com-  
or  
but  
physi-  
with  
many  
used  
ac-  
pub-  
tors  
to  
ent,  
r—I  
sed.  
low-  
ore  
in-

vestment whose dividends must be adequate, and must be something more substantial than a word of appreciation (often tardy and grudging, at best), or even than the personal satisfaction derived from work well done. I would not discount these dividends. They are very precious to every physician. But I insist they must not be the ONLY dividends.

## A Secretary Replies

[FROM PAGE 63] fifty weeks without winding, give her two weeks vacation. She will be more valuable to you the following year. [Yes, there still are a few employers who request you to absent yourself two or three weeks without pay, and who call this a vacation!]

9. Would you have an assistant who will work willingly, cheerfully and with the interest of a partner, before time, over-time, without vacations, Christmas remembrance or holidays and still root for you? One who will try hard to collect moneys from "tough cases," accepting insults with the dollars to save *your* pride?

If you desire such a paragon, just treat any nurse-bookkeeper-receptionist-what-have-you-assistant et al combination, with the same deference and courtesy you give to your wealthiest patient.

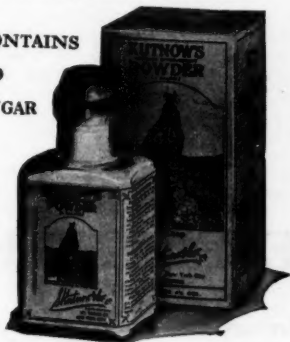
Watch her thrive on a little praise; watch her sense of responsibility swell as you make your confidence evident; and don't take too literally the saying "a nod from a lord is breakfast to a fool"—but recognize her growth with a raise.

It never fails to bring results. I know. It's worked me for nearly ten years!

## THE LANCET (London) SAYS:

"It (Kutnow's Effervescent Powder) is now recognized as a valuable addition to natural aperient medicines."

CONTAINS  
No  
SUGAR



## KUTNOW'S Effervescent POWDER

A World Famous Natural Saline Alkaline Aperient.

In cases of auto-intoxication resulting in acidity, acid indigestion, bad breath, irritability, sleeplessness—Kutnow's Powder is exceptionally efficacious.

For trial bottle gratis, send coupon.

S. KUTNOW & CO., Ltd.  
121 Varick Street, New York City  
Also makers of Kutnow's Anti-Asthmatic Powder and Anti-Asthmatic Cigarettes.

S. KUTNOW & CO., Ltd.  
121 Varick Street (M.E. 4)  
New York, N. Y.

Send me trial bottle of Kutnow's Effervescent Powder.

Dr. ....

Address .....

City..... State.....

## DOUBLY EFFECTIVE

*in counteracting hyperacidity and inducing normal passage.*



**W**ITH milk of magnesia and mineral oil now combined in a new, permanent emulsion called Haley's M-O, they now work *together*; and hence, they are doubly effective in the correction of digestive disorders and their attendant irregularities.

As antacid, laxative and lubricant all in one, Haley's M-O counteracts hyperacidity and induces regular and thorough bowel evacuation. It is nearly tasteless, easy to take; does not disturb digestion nor cause leakage.

M-O is exceptionally useful in spas-

tic constipation, intestinal stasis and auto-infection. It also serves well in gastro-intestinal hyperacidity, sour stomach, palpitation, heartburn, pyrosis, gastric or duodenal ulcer, intestinal indigestion, colitis, hemorrhoids.

Useful before and after operations, during pregnancy and maternity, in infancy, childhood, maturity and old age. An effective antacid mouthwash. Procurable at all druggists.

Liberal sample and literature sent on request. Address the Haley M-O Company, Inc., Geneva, New York.

## HALEY'S M-O

an emulsion of milk of magnesia and pure mineral oil

# Convincing a Jury

By FREDERICK A. FENNING

**T**HE doctor is up against it when he gets on the witness stand. Particularly is this true in what the law calls lunacy proceedings, when embarrassment before a filled courtroom, if not actual damage to his reputation may be the physicians' lot.

If the doctor believes a man to be of unsound mind he expects to make a statement to that effect, and is prepared, if necessary, to give his reasons. Customarily the professional opinions of a competent medical man are received with respect. This is because he usually expresses himself to patients who have confidence in his judgment, or to other physicians who understand what he is talking about.

In lunacy cases, however, he must convince a nondescript collection of laymen, in those states in which the jury hearing still prevails. Thus the doctor must undertake to establish a medical fact to the satisfaction of a dozen butchers, bakers and candlestick makers.

The sudden angles which these cases are likely to take can easily place the medical witness in an awkward or ridiculous position. It is good business to understand this possibility in advance.

The jury contains no physicians for they are excused from such service, yet among the twelve good men and true it is not uncommon to find some who have complete confidence in their own ability to determine the question of sanity. They pay small attention to the medical evidence and are wont to rely upon the appearance of the patient and the statements he makes.

It is difficult for the medical witness to bring his testimony down to the level of jurymen. Occasionally, there are doctors who are able to do this. Their evidence loses some of its professional color but it makes more of an appeal than testimony couched in technical language. Words that jurymen do not comprehend pass for nothing.

A specialist in mental disorders was testifying in a southern city. He gave the diagnosis—which meant nothing to the men in the jury box—and proceeded to justify the diagnosis by an explanation of wherein it differed from other forms of mental disease—and again this went right over the heads of the jurymen. The judge sensed the situation and at the noon recess sent a message to the doctor.

"Tell him," said the judge, "that if the patient has pulled up radiators or broken panes of window glass, he better bring that out in his testimony."

"But," insisted the specialist when this suggestion reached him, "I did say that at times he is in a highly disturbed state."

Nevertheless, the doctor saw the point and on resuming the stand recounted some of the patient's doings while in the "disturbed state." At once the jury sat up and took notice. Here was evidence that was understandable. It far outweighed the thoughtful professional opinion which had been expressed at the morning session.

The best and clearest medical evidence often is dissipated by the opposing counsel in his final address to the jury. Not only does he have the last word, he

# NORFORMS



## for SUSTAINED VAGINAL ANTISEPSIS



Norforms meet the need for a non-irritating vaginal antiseptic, designed to remain in contact with the tissues long enough for effective medication. The formula is in a carefully prepared base which melts quickly at body temperature.

In treating such conditions as leucorrhea, vaginitis and cervicitis, many physicians find Norforms of great value. Literature and sample gladly sent to physicians, on request.

**THE NORWICH PHARMACAL COMPANY**

Norwich, New York

:::

Makers of Unguentine

has the inestimable advantage of being able to talk the language of jurymen and to put suggestions in enticing and alluring form. When he points out to the men in the jury box that they are fully competent to decide the issue without the advice of medical men, he strengthens the view they already hold.

Two creditable physicians testified—a couple of years ago—that a woman of considerable property was suffering from organic brain disease. The familiar delusions of grandeur were apparent and her estate in jeopardy. The patient's own testimony was a recital of grandiose ideas covering a score of subjects.

Addressing the jury, counsel for the woman made no effort to summarize the evidence, but kept away from it. The gentlemen of the jury, so he told them, were intelligent men and capable of judging human nature. Furthermore, the fact that his client had done queer things would not, he was certain, be regarded by

the jury as evidence of mental unsoundness. Half an hour later the verdict was rendered. It was "sound mind."

Later, a loquacious juror made this disclosure: "That case gave us no trouble; we figured that she was undergoing change of life." The jury simply reached out into the great open spaces and dragged in a condition that had not been mentioned.

A tragic consequence followed on the heels of a similar verdict rendered in the District of Columbia. The doctors were very positive that a patient of the paranoid type was dangerous. The latter took the stand and pooh-poohed the professional opinions. The jurymen, sworn to determine the question according to the evidence, decided against the medical witnesses. Within an hour after release, the patient shot a stranger who was walking along Pennsylvania Avenue.

The advent of women in the jury box is having some effect in verdicts. Complaint some-

## —THAT ENDS WELL

Your patient begins with a tablespoonful, continues with a teaspoonful and finally stops it altogether. Surely, there is no clearer way to demonstrate the therapeutic value of AGAROL in the treatment of constipation.

*AGAROL is the original mineral oil and agar-agar emulsion with phenolphthalein. It softens the intestinal contents and gently stimulates peristalsis.*

Besides, Agarol is so easy to take. No oiliness, no artificial flavoring to get used to. Agarol can be mixed with water, fruit juices, milk, with semi-solid food, used as a salad dressing in place of mayonnaise. Serves you better—serves your patient better.

*A supply gladly sent for trial.*

## AGAROL for Constipation

WILLIAM R. WARNER & CO., Inc.

113 West 18th St., New York City

# Physicians

*have asked for it*

## --- AND HERE IT IS!

**M**ANY, many times physicians, particularly gynecologists have told us—"We admit that your Whirling Spray Device is infinitely more effective than the ordinary syringe nozzle but the capacity of your bulb is not large enough for *all* demands. If your Whirling Spray Device could deliver a two-quart douche, then we could recommend it heartily in all instances."

And that's exactly what we now make available in the New Marvel Whirling Fountain Outfit. It contains an over-size  $2\frac{1}{2}$  quart rubber bag; the Marvel Whirling Spray Device as a separate attachment; two *soft rubber, flexible* rectal tubes which eliminate muscular reaction and possibility of bruising; and 6 feet of tubing, a foot more than usual. The bag is *guaranteed* for five years.

The Marvel Whirling Spray whirls the flow to dilate the area contacted. The flow is uniform and at just the right pressure.

The new Marvel Whirling Fountain sells for \$5.00.

## MARVEL WHIRLING FOUNTAIN

THE MARVEL COMPANY,  
407 East Street, New Haven, Conn.

M.E. 4

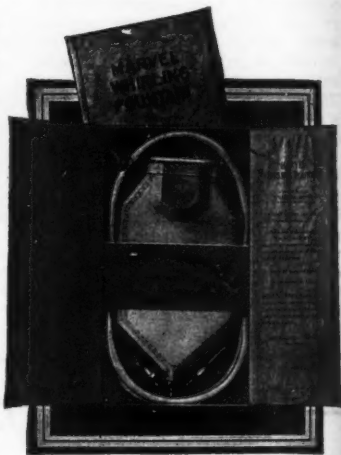
Gentlemen: Please send me free your booklet, "Feminine Hygiene and the Physician" by Dr. Winfield Scott Pugh.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

THE MARVEL COMPANY of NEW HAVEN



April, 1911  
times  
cases  
rive a  
all the  
may, 1  
matter  
respec  
men o  
mit th  
innate  
sease.  
pointe  
to an  
ability  
insan  
In  
adjud  
al pr  
an in  
exper  
the  
who  
psych  
shoul  
tatio  
wise  
legal  
catch  
on o

times is made that in criminal cases and in civil suits they arrive at opinions before hearing all the evidence. Be that as it may, it is a fact that in lunacy matters the women jurors show respect for medical opinions. Women on such juries seemingly admit that they do not possess an innate knowledge of mental disease. Male jurors, as has been pointed out, are strongly inclined to arrogate to themselves the ability whether one is sane or insane.

In the usual proceeding for adjudication in lunacy, the general practitioner makes as good an impression on the jury as an expert. This especially is true of the family physician. Doctors who make no pretense of being psychiatrists or neurologists should frankly admit their limitations. Temptation to do otherwise may lead them into an old legal trap which now and then catches a medical man. It closed on one of them a few months ago.

A patient was alleged to be suffering from arterio sclerotic dementia. Under cross examination a medical witness was asked if he could distinguish this from other forms of mental disorder, and replied that he could.

"Can you differentiate it from demential praecox?" continued the examiner.

"Certainly."

"And from paranoia?"

"Yes."

"And from acute hallucinosis infibenna?"

Again an affirmative response.

"All right, doctor, you will please explain wherein arterio sclerotic dementia differs from the disease last mentioned."

The long pause was broken by the halting admission of the witness that he was unable to make the distinction. "Of course you cannot," exclaimed the lawyer. "Acute hallucinosis infibenna never has been described. I invented the term two minutes ago!"

# Unguentine Rectal Cones

**S**TILL leading after 30 years. UNGUENTINE RECTAL CONES are unsurpassed for effective treatment of hemorrhoids. This is well worth keeping in mind when you prescribe a remedial agent for this condition.



## EACH CONE CONTAINS

Alum Compound (non-irritating)	- - - -	3 grs.
Ergotin	- - - -	1 gr.
Ammonium Sulphoichthyolate	- - -	½ gr.
Ext. Belladonna	- - -	½ gr.
Mentholated Cocoa Base		

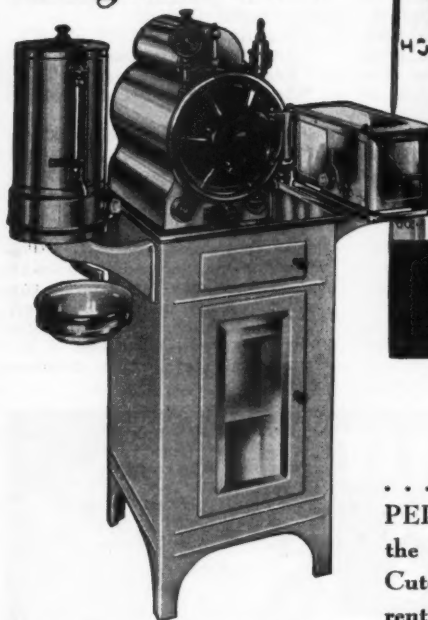
Write to the Medical Department for a professional package, gratis.

Produced in the Laboratories of

**THE NORWICH PHARMACAL CO.**

Norwich, New York

And if she  
forgets . . .



. . . to turn off your  
PELTON Sterilizer,  
the Pelton Main Line  
Cutoff disconnects cur-  
rent completely as soon

as the boiler is dry. Completely automatic—no  
switch manipulation—nothing to worry about. Pelton  
Sterilizers are built in models and sizes to fit your  
needs. By all means get Pelton prices before you buy.

THE PELTON & CRANE CO., DETROIT

**PELTON**

ADJUSTABLE AUTOMATIC

*Sterilizers*

The Surgery Model, shown above,  
has 16 inch Instrument Sterilizer, 8  
inch x 16 inch Autoclave and 2½-  
gallon Water Sterilizer, complete  
with cabinet. Nickel, \$375.00  
Chrome, \$448.00.

# Our Economic Freedom

By FREDERICK H. KUEGLE, M. D.

**I**N order that the practice of the healing art may be established on the basis of sound professional and economic principles, far-reaching reforms are necessary to emancipate the enlightened physician from pernicious interference on the part of the state and certain institutionalized organizations whose interests lie in the direction of an arbitrary control which is un-American in spirit.

Without these constructive reforms, free co-operative effort is impossible. Accordingly, I propose to speak out frankly and fearlessly, yet, I hope, tolerantly concerning the dilemma in which the regular medical profession finds itself.

For approximately twenty years, there has been a strong trend away from the sturdy individualism which has made America great towards a centralization of organization and of power in a way which is having a baneful effect upon the lives and the best interests of the people. As citizens, all of us, a part of the time; and altogether too many of us, most of the time, are content to neglect our civic obligations.

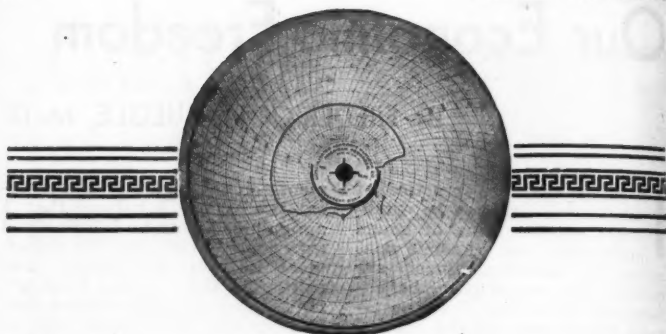
Under these circumstances, perhaps, we have no right to complain because expedient politicians, acceding to the vociferous demands of militant but well organized minorities, enact unwise laws fostered all too frequently by fanatical reformers who then actively interest themselves to insure the enforcement of absurd and unworkable enactments by the use of a policemen's club.

Insofar as these disintegrating legal enactments are encroach-

ments on the rights of the medical profession, I believe that I am qualified, both by training and experience, to discuss the principles involved intelligently and fairly. At the outset, let me affirm that it is my conviction that if American institutions are to be maintained on the basis of the democratic ideals as set forth in the Constitution of the United States, then all our social agencies must necessarily be controlled from below upwards, not from above downwards. In other words, local affairs must be under control of as nearly purely domestic social agencies as is compatible with the public interest.

To further this end, insofar as the sick and the injured are concerned, a reorganization of social agencies in a manner that will not hamper the regular medical profession in the rendition of high-class service to the public under terms equable to all classes of society is essential. This demands that drastic reforms must be inaugurated which involve the government, the people as individual citizens, the various lay social agencies now engaged both directly and indirectly in the care of the sick and the injured as well as in the dissemination of knowledge concerning health and disease, and the organized medical profession.

The plan which I wish to propose calls for a rigorous recodification of the Medical Practice Acts of many states to eliminate those provisions which curtail free medical co-operation, and to qualify and clarify others by new legislation pertaining to the care of the indigent. [TURN THE PAGE]



## The curve of a "perfect boil"

**W**E are not speaking of the back of the neck—but of the important process of making thousands of yards of absorbent gauze daily, yet having the one particular yard which you are to use in a dressing scientifically PERFECT in every respect.

To this end automatic, infallible checkups must replace human "trial and error."

The graph at the top of this page is a "Kier" chart. Under the eyes of experienced operators a stylus traces on this chart the entire progress of the "boil" which is the critical manufacturing operation.

On file in the Bay Plant at Versailles are thousands of "perfect boils." And on the shelves of dealers everywhere are millions of yards of perfect Bay Gauze—the result of scientific precision in manufacture.



### THE BAY COMPANY BRIDGEPORT, CONNECTICUT

THE BAY COMPANY, BRIDGEPORT, CONN.

M.E. 4

Gentlemen: Kindly send me a free sample of BAY'S SURGICAL GAUZE.

Doctor.....

Street & Number.....

City..... State.....

Surgical Dealer.....

The program demands: first, the absolute repeal of the obnoxious fee-splitting law now on the statutes of a goodly number of states; second, it involves the inauguration of a stabilized fee schedule for reasons which presently will be discussed in detail; third, it requires a constructive program for the care of the indigent sick and injured at home, where an overwhelming majority of such cases can be hospitalized and treated more successfully, efficiently, and economically than elsewhere.

Let us now consider these three basic reforms in greater detail to show why a constructive and comprehensive plan of reorganization is needed. The fee-splitting prohibition needs to be wiped off of the statutes of those states in which the legislatures were prevailed upon to enact this vicious law because it renders free co-operative effort between the family physician and specialists impracticable. A fair and equitable division of fees for services jointly rendered is the only solution of an economic problem which defies any other rational solution. True, there are those who claim that the division of fees leads to abuses. Was there ever any good thing which could not be used both for legitimate and illegitimate purposes; both in an honorable and in a dishonorable manner?

While freely admitting that the division of fees may in some instances lead to despicable exploitation of the sick, yet, I contend that, on the whole, more is to be gained than lost by honestly facing a difficult situation which the organized medical profession has the means of controlling. Dishonest and dishonorable physicians usually have little talent and all are bunglers. A capable man does not need to stoop to unmoral acts in order to prosper.

I hold, therefore, that it is our duty as physicians to expose

those colleagues who resort to dishonorable methods of practice, and to discipline them in a way that will teach them that it does not pay to practice medicine in any other but a fair and ethical manner. Moreover, as a physician who was engaged in the general



practice of medicine for nine years, and who has limited his practice to x-ray diagnosis and therapy for more than sixteen years, I am convinced that an overwhelming majority of general practitioners are honest and honorable men who have the best interests of their patients at heart.

They, and they only, have it within their power to protect their patients from that brand of over enthusiastic specialist, possessed of a one-track mind, who is laboring under the delusion that every patient who enters his office needs to receive therapy of a kind which he, and he only, is qualified to render. No, the division of fees for joint co-operative effort is not a menace, but actually a protection to the people against ill-advised therapy at the hands of poorly prepared, under-educated and inexperienced practitioners who pose as specialists.

Then, too, there are legal enactments now operative which make it possible for the unscrupulous and ambitious judge who

MAY WE HELP  
TO CLEAR UP A

# CONFUSION

REGARDING THE  
PRESCRIBING OF  
GELATINE?

WHEN you prescribe gelatine (for the diabetic diet, as an example) you want your patient to *get* gelatine—real, pure, plain gelatine, free from sugar, coloring and flavoring content. There is a fundamental difference in gelatine—a plain gelatine, such as Knox, is a pure protein—entirely free of sugar. The ready-mixed gelatin dessert mixtures contain 85% sugar, coloring and flavoring, and less than 10%

gelatine. Therefore, may we recall to your attention the advantages in specifying plain gelatine! May we suggest that a sure way to guarantee to your patients that they will get this plain, pure gelatine you want them to have is to prescribe Knox Gelatine—(on which extensive medical research work was done exclusively)—the gelatine that for over forty years has been the highest quality for health.



**KNOX** *is the real* **GELATINE**

P. S. Several booklets, helpful in prescribing liquid and soft diets, diabetic diets, diets for anemia, reducing diets and convalescence, may be had by mailing to us the coupon herewith. We should appreciate the opportunity of sending them to you.

KNOX GELATINE LABORATORIES,  
448 Knox Ave., Johnstown, N. Y.

Name.....

Address.....

City.....State.....

administers the law, which has to do with the care of the indigent sick and injured, to indulge in low and contemptible politics in order to curry favor. This law needs serious reconsideration and clarification.

With the inauguration of the present plan of externe service as now in full operation in the state of Wisconsin, there is no further need of expanding the hospital facilities of the medical departments of State Universities for teaching purposes. In fact, there is only one valid reason for committing the sick to a state hospital for diagnosis and treatment and that is this: In those sections of any state where medical and hospital facilities are meager, it may at times be to the best interests of the indigent sick that they be transported to State University Hospitals for medical attention.

I contend, however, that the necessity for this is the exception and not the rule. There are, of course, certain cases which must be excepted from this general principle. Among these, I would include those orthopedic cases which require many months and sometimes several years of hospitalization and treatment; border-line mental cases which require prolonged observation by trained psychiatrists; and now and then patients suffering from obscure diseases which need to be studied from every possible angle by expert bacteriologists, bio-chemists, serologists, pathologists, and clinical diagnosticians.

Reverting now to the question of a stabilized fee-schedule, let me assert that it is my opinion that a schedule adapted to the needs of the ninety per cent of people who rightly feel that they are entitled to the very best service that the medical profession is capable of rendering, yet who are unable to pay the high prices which the present form of organization entails, must be worked out in a constructive

manner if the radical socialization of the healing art is to be prevented.

Some medical and most surgical fees, I contend, are entirely too high, and must be scaled down to a level commensurate with the income of the rank and file of the heads of families. It is also my contention that it is high time that the medical profession came to a complete realization that the practice of the healing art is a social agency which demands of each aspirant for a medical degree that he comprehend that the vocation is one which demands a will for public service, wholly divorced from the idea of accumulating a large surplus of material wealth.

This does not mean that the medical practitioner is not entitled to be well paid for service of a character which demands a high order of intelligence, as well as a minimum of seven years of preparation. It does mean that no physician, no matter how superior he may be to the rank and file of the profession in some one or more branches of practice calling for technical skill of a high order, has a moral right to become immensely wealthy by charging the great middle class of the American people exorbitant fees. If perchance, a physician possesses the dominating personality and organizing ability which enables him to attract and to hold the patronage of the upper wealthy strata of society; then there can be no objection to his levying tribute accordingly.

In some states, as for example in the state of Wisconsin, conditions are such that the inauguration of a stabilized fee schedule would be comparatively easy. The existence of a graduated income tax which is now in full operation makes this feasible and affords a ready basis from which to compute a fair and equable schedule applicable to the needs of the great middle-class of people.

There is another very impor-



For the  
Patient

who must have a bed time snack

**Ovaltine is ideal!**

If you question your patients about it, doctor, you will find that a large number of them feel the need of nourishment in some form before retiring for the night.

Rather than leave it to their judgment to select coffee or tea or other hard-to-digest refreshments, why not prescribe Ovaltine—the Swiss food-drink which actually aids digestion.

Ovaltine is rich in vitamins and in essential mineral elements. And as for appetite appeal—well, just try it yourself, doctor. You will find it delightful to take and a splendid aid to a good night's rest.

The coupon will bring you a full size can of Ovaltine for trial in your own home.

**OVALTINE**  
*The Swiss Food-Drink*

*Manufactured under License in U.S.A.  
according to original Swiss formula.*

THE WANDER COMPANY,  
180 No. Michigan Avenue,  
Chicago, Ill.

Dept. M. E. 4

Please send me a regular size package of Ovaltine, FREE.

Dr. ....  
Home Address.....  
City..... State.....

tant reason why a stabilized fee schedule is needed. I refer to the fact that it is exceedingly difficult if not impossible for mutual accident, health, and sick benefit insurance associations to operate successfully under the present chaotic system of levying medical charges. The inauguration of a uniform stabilized fee schedule adapted to the needs of the ninety per cent of the people whose average annual income is \$2000 or less would enable insurance companies to operate successfully at astonishingly lower premium rates than at the present time. No one knows better than the physician what mental distress and anxiety complicates the injuries and the sickness of many people because they are unable to pay hospital and medical bills promptly.

That all thrifty people would carry insurance against sickness and injury, just as they now do against fire hazards, if the insurance rates were relatively low, requires no great stretch of the imagination. That their doing so would be a blessing to the medical profession is so apparent as to require no supporting arguments. It must be understood, however, that the plan proposed would make it illegal for insurance companies to appoint and to maintain panels of physicians for the care of the sick and the injured, and that the insured must have the full right to choose their own attending physician in all cases of sickness and injury.

The third reform which requires amplification has reference to the strictly local organization necessary for the maintenance of the health of the community. The program needed will vary somewhat with local conditions, the size of the city, the readiness of the medical profession to cooperate, the realization on the part of the business men and the citizens as a whole that the prosperity and the efficiency of the people are dependent upon

the active interest manifested in maintaining proper and adequate social agencies and hospital facilities for the care and treatment of all the sick in the community.

In civic centers of sufficient size to warrant the maintenance of only one hospital, this hospital should be a strictly community institution, so as to insure the united support of all the people. By this it is not meant to convey the idea that a city hospital under the management of the local authorities is the ideal plan. On the contrary, it is my conviction that local governments will do well to avoid the responsibility of maintaining civic general hospitals, and to limit themselves to the operation of a hospital for the indigent sick and injured, provided the size of the city warrants the maintenance of such an institution. In the smaller towns and villages the indigent sick and injured can be efficiently cared for in the county hospital. In all small cities, the hospital may be privately owned and operated by a non-profit sharing corporation composed of public spirited citizens and physicians, or by charitable organizations of various kinds.

Statistics show that approximately seventy-five per cent of the hospitals in the United States at the present time are owned, operated, and, in most instances, under the absolute control of religious sects of various denominations. The medical profession can have no valid objections to the existence of such religious hospitals, but physicians do have a very real grievance against some such hospitals because of the arbitrary, unscrupulous, and intolerant methods of management in vogue.

The purely clerical control of such sectarian hospitals is not conducive to scientific efficiency. Too often petty politics, which makes medical cooperation impossible and actually stimulates discord to such an extent that

medical staffs are divided into antagonistic cliques and clans, is indulged in for the express purpose of maintaining a more absolute control over the hospital situation, favorable to selfish sectarian ambitions.

All religious hospitals are exempt from taxation, and, consequently, are morally obligated to accept charitable cases at rock-bottom prices for hospitalization and nursing. Too many of these hospitals are charitable in name only and fail utterly in their civic obligation to do their part fairly and honestly in the care of the indigent sick and injured. Yet, while evading their obligation to the community, these clerically managed hospitals expect medical staffs to submit to their whims, no matter how absurd these may be, as well as take care of all indigent sick and injured wholly without compensation.

These hospitals do not deserve community support simply because they lack a proper spirit of civic responsibility, as well as a true conception of the meaning of Christian charity. Accordingly, it is my conviction that such hospitals should not receive community support and be exempt from taxation unless they are willing to submit cheerfully to efficient managerial control by a board composed of successful business men and wide-awake physicians elected by the Chamber of Commerce.

In fact, I lean strongly to the opinion that any city which can support only one hospital would be best served by a civic hospital under the control of a non-profit sharing corporation comprised of the leading business men and physicians of the community. Such a hospital would receive enthusiastic support of a kind that would make it easy to provide the funds needed for the care of all the local indigent sick and injured.

There is pressing need for the centralization of all social agen-

cies, interested in the problems of health and disease, in one responsible administrative body to act as a clearing house for the direction of all civic enterprises having to do with the health and efficiency of the community.

At the present time, there are far too many self-constituted committees dabbling in health matters, too much overlapping of social agencies for carrying on educational propaganda, too much interference in community charitable work by Women's Clubs, Church organizations, the various dinner clubs, etc. ad infinitum. Then, too, there are the free clinic fanatics who freely accept anyone for examination and treatment, regardless of the fact whether the applicant for free service can pay for medical attention or not. Such activities are paternalistic in nature, and, as such, are preparing the people for ready acquiescence in the inauguration of State Medicine, which will not only be detrimental to their best interests, but hamper and gradually undermine the efficiency of the regular medical profession.

With all activities having to do with the health of the community, centered in an actively functioning committee, sponsored by the Chamber of Commerce, and composed of public spirited citizens, trained social workers, and representative regular medical practitioners, the health of the community could be maintained at a high level of efficiency, and the care of the indigent sick and injured attended to promptly and humanely.

Certainly some such plan must be inaugurated soon if the very definite trend toward the radical socialization of the healing art is to be prevented, and the medical profession kept from being torn assunder and rendered impotent by being subjected to the insults, the political expediency, and the inefficiency of bureaucratic government officials.

blems  
ne re-  
dy to  
or the  
prises  
h and  
r.

e are  
tuted  
health  
ng of  
g on  
much  
hari-  
clubs,

vari-  
fini-  
free  
cept  
and  
fact  
free  
at-  
are  
as  
ople  
e in-  
eine,  
nen-  
but  
der-  
egu-

to  
om-  
ely  
ered  
nce,  
ited  
ers,  
edi-  
of  
ain-  
effi-  
di-  
ded

ust  
ery  
cal  
art  
di-  
ng  
m-  
he  
ey,  
a-

# The Doctor and his Investments

By MERRYLE STANLEY RUKEYSER

## AN EAR TO WALL STREET

Depression is an abstract word for epitomizing dozens of cases of failure and blasted hopes, yet at no time in the cycle of human affairs do all men perform equally. In the red ink year of 1930, for example, more than 170 good sized corporations bucked the sides of adversity and actually reported gains in net profit over 1929.

These companies were headed by men capable of fighting conditions rather than being disposed to bemoan them.

Some industries, such as food-stuffs, tobacco, and the public utilities, showed themselves far nearer to the depression proof class than highly fluctuating industries such as oil, copper, steel, automobiles and textiles. Yet individual successes were made in nearly all groups by exceptional performers, who either showed unusual aggressiveness and resourcefulness, or as in the case of a few instances, were favored by unusual circumstances.

The speculator makes profits out of fluctuations, but the investor, who is eager to conserve capital, seeks stability. It is significant for the investor to review the attainments of the various corporations under conditions of maximum depression.

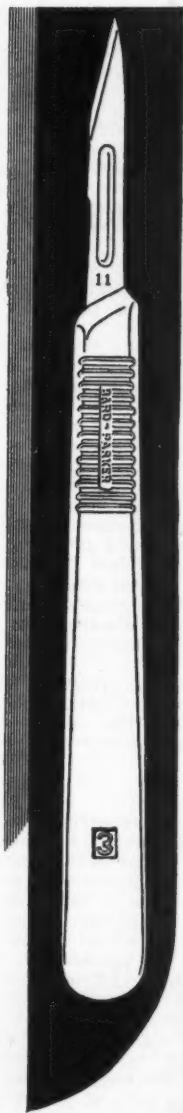
Of course the investment worth of a security does not stand on a single year's performance, but on

the average profits achievement through all phases of the business cycle.

In the first quarter of 1931 sentiment has improved more notably than business volume. There has been a general renaissance of a hope that after the depression economic recuperation and prosperity would come. Financial opinion changes with mercurial swiftness and after the violent pessimism of last December, it has now become necessary for Gerard Swope, president of the General Electric Company, to warn against the hazards of too much buoyancy.

Sir Josiah Stamp, director of the Bank of England, who is a sane optimist, has already warned of the risk of overvaluing the recovery.

World economic recovery has been defeated somewhat by the precipitate downward plunge of silver upon which the purchasing power of more than a third of the population of the world depends. Silver has declined partly in response to the political unsettlement in India and China and also as a result of the increased tendency to switch from the silver to the gold standard. At its recent low point, the lowest in the history of the metal, silver was selling in the ratio of 80 to 1, whereas in 1896 William Jennings Bryan had advocated the



The problem of resharpening scalpels is as old as the history of surgery and has always been unsatisfactory. The Bard-Parker Knife was perfected to eliminate this necessity. A used Bard-Parker blade may be readily replaced with a new keen blade of standard sharpness, assuring complete satisfaction.

**PRICES:** Bard-Parker handles—\$1.00 each. Blades, six of one size per package—\$1.50 per dozen.

**BARD-PARKER COMPANY, Inc.**  
369 Lexington Ave., New York, N.Y.

*It's Sharp*

Power  
though  
the eff  
fortuna  
least p  
showed  
power  
which  
rowest  
the us  
and do  
profit  
A com  
statist  
in 193  
compa  
Motor  
Corpor  
cent a  
42 ra  
propo  
utiliti  
low 1  
Com  
were  
reduc  
aggre  
adver  
panies  
ing th  
fitabl

The  
of the  
pany  
larger  
Amer  
tradit  
mane  
ment  
his l  
holde  
lay d  
tradit  
have  
mane  
casio  
as a  
avoid  
we a  
mane  
selve

free and unlimited coinage of silver, as part of a bi-metallic programme, in the ratio of 16 to 1.

Power and light companies though not completely escaping the effects of the depression, were fortunate in that they lost their least profitable business. They showed declines in the use of power by industrial users, on which the profit margin is narrowest, and showed increases in the use of power by commercial and domestic users, on which the profit margin is distinctly larger. A compilation by the Standard Statistics Company reveals that in 1930 more than 36 industrial companies, excluding General Motors and United States Steel Corporation, received only 65 per cent as much profit as in 1929; 42 railroads disclosed the same proportionate decline, and 55 utilities were only 1 per cent below 1929 profits level.

Companies that went ahead were perhaps the most alert in reducing operating expenses and aggressively pushing sales and advertising plans. Some companies also succeeded by diverting their activities from less profitable to more profitable items.

Thomas B. Macaulay, president of the Sun Life Assurance Company of Canada, and as such the largest buyer in the world of American common stocks, has traditionally advocated the permanent holding of good investment common stock. However, in his last annual report to stockholders, the veteran Mr. Macaulay departed somewhat from his traditional views, saying: "We have learned that even for permanent investors there may occasionally be a time to sell as well as a time to buy. Years ago, to avoid suggestion of speculation, we adopted the policy of permanent holding, protecting ourselves against reaction by build-

ing up huge margins of safety. We did not depart from this policy even in the summer of 1929 when the excess of market prices beyond the prices at which our stocks were listed in our assets had risen to a figure so huge that I will not even mention it. While the policy of permanent holding is absolutely sound in principle, there may be times of abnormal inflation when it would be prudent to modify it,—when, in fact, it would be wise to convert excess of market values into cash profit. In other words, there may be a time to sell as well as a time to buy, and the time to buy is certainly when everything is deflated, money scarce, bidders few and prices low."

Depression, which perhaps can be minimized in a more enlightened economic society, serves some useful purposes. It causes business executives to challenge every operation and to seek new means of eliminating all waste. Referring to these benefits, M. H. Karker, president of the Jewel Tea Company, Inc., told me: "Difficult and trying as the depression has been, it has proved to be a salutary experience for this business. Most of the executive personnel is young. The great majority have never before — as executives — experienced such a time. The several preceding years had been so good in volume and profit that in many places the organization had grown soft and complacent. The depression woke them up and it is unquestionably true that today this business has better men than ever before in its history, and that all of these men are fully conscious of what it takes from them to produce results. It is my personal opinion that business has been bumping along the bottom of the depression since about the second week of August, 1930. Only now is it beginning to give signs of turning upward. Im-

# Surprisingly Economical

## These better vegetables for baby

ALL of each Gerber product that the mother buys is good. There is nothing wasted—nothing to be thrown away. Nothing lost in unnecessary packaging costs. Scientifically prepared—strained—and ready-to-serve, they represent the rich, wholesome parts of the choicest vegetables.

The Gerber Steam Pressure Process retains most of the rich vitamin and mineral salt values lost through oxidation or poured off in cooking water where ordinary cooking methods are used. Air is excluded from the Gerber products during the cooking and straining process.

No mother need deny herself, or her baby the advantages of the regular use of the Gerber products. The average baby will use from 3 to 5 cans each week. Ordinary vegetables in sufficient quantity to produce equivalent food value could hardly be purchased at the same cost—to say nothing of the time and expense required for preparation. Conveniently available to the mother at leading grocery stores and drug stores everywhere at 15c for the 4½-oz. can.



Of importance to the physician is the value of the Gerber products in providing variety, regularity, and uniformity in accurate lay observance of strict dietary regime. Packed without salt or sugar—to be seasoned by the mother as baby's doctor directs—the Gerber products lend themselves to use in the home in convalescent, diabetic, colitic or other special diets.

*If your jobber can't supply you, write us direct.*

GERBER PRODUCTS DIVISION, Fremont Canning Company,  
Fremont Michigan. Dept. ME-5

☐ I would be glad to have a reproduction of the Gerber Baby Without obligation, you may send me samples of the Gerber Strained Vegetable Products checked below.

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> Strained Spinach        | <input type="checkbox"/> Strained Green Beans | <input type="checkbox"/> Strained Peas    |
| <input type="checkbox"/> Strained Prunes         | <input type="checkbox"/> Strained Tomatoes    | <input type="checkbox"/> Strained Carrots |
| <input type="checkbox"/> Strained Vegetable Soup |   |   |

Name \_\_\_\_\_

Address \_\_\_\_\_



Special 19 oz. size  
now available  
Strained Peas - Strained  
Spinach - Strained Green  
Beans - Strained Carrots  
Strained Tomatoes  
Strained Vegetable Soup

### Gerber's

STRAINED VEGETABLES



May we send you  
a Gerber Baby?

Improvement is slow, but the building is solid and substantial and gives promise of a healthier economic situation for some years to come. We believe that 1931 will be measurably better than 1930, so far as general conditions are concerned, but even if it is a repetition of 1930, this company will do a better job."

**O**BSCURE and contradictory phases of the current situation are again attracting lay investors to the investment trust principle, which enables them to invest by proxy through specialists.

A professional man—a dentist—writes me as follows: "Your article on Investment Trusts is very timely for myself and possibly for many others who are perplexed and immersed in this investment problem and I would like very much to obtain a little more specific information from you. Really, a man who 'doesn't know' is up against it on this important question. One goes to the investment houses and they have their specialty to sell, and it's not much better to go to one's banker, for he in turn has his own bonds or stock to sell. I am still an active dentist, though sixty-one. Fifteen years ago I invested everything in C. H. Noble Oil & Gas Company and lost a life time's savings with thousands of others. At that time nothing else came to my attention.

"And now it's Corporate Trust. Last November I purchased some of it as low as 6½ and it certainly looks good at that price with the possible uptrend of the market. But as to the absolute security of it, I am at a loss to know. It appears to me now that one pays out considerable in commissions to have this handled for him and also that the fabulous returns are not earnings but a part of one's principal being returned. Perhaps for one at my

age this may be all right.

"By investing in Corporate Trust is there a chance of losing on your dividend returns? Can anything happen to the trusteeship to necessitate a loss of one's investment?

"In your opinion is there a possibility of a gain in the principal sum one invests, as they so elaborately endeavor to show in their literature?

"With four or five thousand to place, where is the safest as well as the most profitable investment at the present time: in real estate mortgage, contract with building and loan companies, or in one or more of the industries of the country, hoping thereby to increase one's holdings by buying while the market is at a low ebb?

"If you cannot answer all my questions, they will at least reveal to you the perplexing problem this is to us fellows who devote our lives to studying the problems of the people's health needs."

From the question, it appears that the inquirer lacks sufficient knowledge of investment technique to proceed on his own.

He—like many other doctors—is the type who can benefit from investing cooperatively through specialists.

But the doctor should remember intermediary investing institutions can do little more than make expert selections and changes and give the benefits of wise diversification.

For a man of 61, who is interested in receiving an income for life and who is not interested in leaving any estate to heirs, the way to get the highest return consistent with high safety is through the purchase of a non-refund lump sum annuity. At that age, it will give an annual income at the rate of 9½ per cent, which is more than double the savings bank return and

# The Standard Effervescent Saline since 1895



SINCE 1895 Sal Hepatica has been the approved laxative and cathartic for flushing the intestinal tract and for promoting internal purification, without creating a condition of tolerance.

It is also the ideal treatment to alkalize the system. It is efficient, palatable, reliable and a preparation that the practitioner can well recommend. We will gladly send you samples for professional use.

## Sal Hepatica

**MEMO to my assistant:** Send to Bristol-Myers Co., 75 M West St., New York, for a professional sample of Sal Hepatica (gratis).

Name \_\_\_\_\_ M.

(Please enclose card)

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

CONOM  
cen  
early double the yield on good bonds. Such an annuity, of course, to a greater extent than the fixed trust to which the inquirer alluded, involves a steady exhaustion of principal as well as of income. But for the individual content solely on pensioning himself, such an annuity is virtually fool-proof, provided it is purchased through a large, standard life insurance company operating under the New York state laws.

If the individual, however, wants not only income, but also an accretion to his estate for the benefit of heirs, he can either consider a refund annuity, on which the rate of return is lower, or else a balanced investment programme, consisting of some cash, high grade bonds, good preferred stocks, and selected common stocks. Obviously, in the past the inquirer erred by pursuing the unbalanced programme of placing all his savings in a highly speculative oil stock. The stock of no single business is suitable as a media for the investment of all of an individual's funds.

If an individual lacks the skill and the capital for diversified investment of his own funds, he can invest through institutions.

At present, fixed investment trusts—a distinctly American pattern—are in vogue, whereas before the panic discretionary general management investment trusts—on the English type—were in favor. Three substantial New York trust companies—the City Bank Farmers, the Irving and the Brooklyn Trust Company—conduct composite funds along the lines of investment trusts for the benefit of those who create voluntary living trusts. These latter are especially suited to those who are unequipped to distinguish as to the relative quality of management in outside trusts. The banks retain wide discretion, yet proceed within the limits definitely set up in their own rules.

On account of their current

lack of favor, the shares of the honestly conducted general management investment trusts are the cheapest, for they are in some instances quoted below the break up or liquidation value, whereas the new fixed trusts are quoted slightly above the liquidation value to allow for selling costs, profit and other charges. The three trust companies charge only a moderate management fee.

Examples of general management investment trusts include: Lehman Corporation, General American Investors, Tricontinental, International Securities Corporation of America, International Carriers, American International Corporation, and Adams Express.

Among the fixed trusts, which definitely limit the leeway which management has in handling the investment funds of clients, are institutions which vary in policy from Corporate Trust Shares, which distributes all cash and other dividends and proceeds from sale of stock dividends, split-ups and rights, thus returning part of the principal as well as income, to Cumulative Trust Shares, which reduces distribution of capital or principal to a minimum, with all stock dividends and split-ups, except minor fractional shares, retained. Other leading fixed trusts include: All-America Investors Corporation, Basic Industries Shares, Diversified Trustee Shares, and Fundamental Trust Shares.

All variations of the investment trust principle give the small investor the opportunity to get wide diversification of risk.

Fire and casualty insurance companies virtually operate as investment trusts also, and have the advantage of experienced management and public supervision. Such companies include Continental Insurance Company, the Aetna and Travellers groups of Hartford, and also, among life companies, Sun Life Assurance Company of Canada.

DOCTOR, may I send



your wife  
a free bottle of  
Hires Extract  
enough to make  
40 BOTTLES OF

## Hires Root Beer

**I** WANT you and your family to become acquainted with the beverage we've been making for over 50 years.

You'll like its delicious flavor, its distinctive taste. You'll appreciate its ingredients—it contains the percolated juices of roots, herbs, barks and berries. And it is absolutely free of habit-forming drugs, artificial color or flavor.

Hires Root Beer is so easy to make—so economical. It costs but 1½c a bottle, compared to the usual prices you pay for other fine beverages. A saving average of 90%.

More Hires Root Beer is being made today than ever before

—its popularity is ever increasing.

Will you and your family please get acquainted with Hires Root Beer and compare its merits with any other beverages used in your home?

For a free, full size bottle of Hires Extract merely mail the coupon below. Kindly give home address, rather than office.

*C. E. Hires*

President

The Charles E. Hires Company  
Philadelphia

The Charles E. Hires Company,  
Dept. M  
Philadelphia, Pa. 33-4

Kindly send free bottle of Hires Extract.

Name .....  
Street .....  
City ..... State .....





# The Favorite Doctor

By EVA HENDERSON DAVEY

**M**Y favorite doctor died last summer. It is a long time since I last saw him, but how I miss him! I think he will always remain my favorite.

I have known other physicians in whose skill and knowledge I had just as much confidence. I have known others who were "towers of strength," diplomats, medical scholars.

But my favorite doctor seemed, to me at least, to have an indefinable something which none of the others possessed in so high a degree.

Perhaps this mysterious quality was only ordinary tact; at any rate, he never failed to have exactly the right word at hand which would win for him his patients' cooperation.

From him even a simple—"Why, you're a lot better! I can tell it just by looking at you"—was potent medicine.

"All your symptoms are better, you'll be up before you know it"—his face would light with pleasure and surprise; and seldom would the patient fail to respond.

If a little scolding were needed, he knew how to do it. "Look here. You've been sitting up too long. Your fever is higher. You've got to obey orders if you expect to get along fast."

Or bullying—"Brace up, man! You're almost well! You've had the family tiptoeing around here long enough. When I come tomorrow I'll expect to find you sitting up."

He knew how to kid, and he knew how to sympathize. He could do both at the same time. The peculiar fact was that he

could kid when a word of kidding from the patient's own family would have been like a spark dropped among dynamite; and he could sympathize effectively when sympathy from the patient's closest relatives would have been empty and futile.

Some physicians are sympathetic at the wrong time. Some are too brisk at a moment when kindness would work miracles. Some are uncomfortably cheerful in the midst of gravity, and some act grave over trifling symptoms. My favorite doctor never made such mistakes. His sensitive personality reacted to a situation as a chameleon reacts to its background.

Once it became necessary for him to extract one of my teeth. I was a child of ten, but the incident is still vivid in memory. After much exertion on his part, and much agony on mine, the tooth finally came out. We both emerged from the fray heated and overwrought. Sore of jaw and sore of temper, I began piling up resentment toward the one who had executed the torture.

And then the coup! Mopping his brow and casting a sly glance at my flushed and sulky face, he held the molar aloft and turned it critically. Then he looked at me admiringly "My," he exclaimed, "you've sure got grit to have a monster like that pulled at your age!"

My resentment vanished and I purred with pleasure.

Not long after, a felon appeared on my thumb. During a visit to another member of the family, the doctor examined my hand, and made the diagnosis.

"It's a felon all right"—(I'd



# To Meet Your Particular Hay Fever Requirements

## A Complete Hay Fever Service

From the hay fever plants common in your community, the Mulford Biological Laboratories have produced Pollens Dried and Pollen Extracts that will meet your every need.

Every geographic area and every season is represented. Accurately identified and mature pollens are used exclusively.

Mulford Pollen Extracts are standardized on the basis of their protein content. Clinical tests have established their allergic activity. They are freshly prepared and will retain their full unit strength through the dating period.

### For Diagnosis:—

*Pollens Dried* in Cutaneous Test Outfits and in 50 mgm. vials.

*Pollen Extracts* 500 protein units per cc.

### For Treatment:—

*Extracts of the primary pollens* in 15-dose treatment sets, and in supplementary 5-dose packages (doses 16-20). All pollens in 5-cc. vials.

**MULFORD BIOLOGICAL LABORATORIES**

**Philadelphia • SHARP & DOHME • Baltimore**

# MULFORD POLLEN EXTRACTS

been hoping it wasn't)—"you come in at ten tomorrow and I'll lance it. Of course I could do it right here," he went on, "but it would hurt. You come to the office—ten o'clock remember—and I'll fix it so it won't hurt."

That simple little instruction relieved my fear immediately. To have my hand lanced without any pain at all would be fine, and I went to his office willingly.

When, one year, a younger sister became ill, the same doctor took charge. Among other whims, the patient was exceedingly adverse to certain smells. Tobacco was one. And it so happened that this physician was an inveterate smoker. One day his small patient sniffed of his sleeve.

"You smell bad," she decided.

We who were watching were naturally embarrassed, but the doctor only laughed.

"Kind of a particular young lady, aren't you?" he insinuated. "I'll have to remember not to smoke when I come to call on you."

And he did remember.

It was my fortune to be a teacher in that community when it was visited by a severe epidemic of typhoid fever. One of the patients, a pupil of mine, had a marked aversion to medicine. She continually refused it from her parents. My favorite doctor made his visit to this patient one day when I chanced to be present.

With his usual strategy he induced the child to open her mouth for the thermometer, then quickly suggested, "Just take this first—" and slipped the medicine in. But the trick didn't

work. Instead of swallowing the medicine she blew it violently over the bedclothes.

The doctor turned just in time to spy my half-concealed smile at his discomforture. "Why, here's the teacher," he exclaimed. "You always mind the teacher, don't you?"—and he invited me to administer the dose.

I stepped forward and took the spoon. Perhaps the doctor thought I'd accomplish no more than he had. I wasn't sure myself, but I bent down. "Here, dear—" I used the same tone she was familiar with in school—"take your medicine."

She took it without a protest. I smiled in triumph.

"That's fine!" the doctor applauded. "Next time you're to take it like that from your mother. Here's a big penny for you," fishing one from his pocket.

The child took the penny and smiled at the doctor, and I have no doubt he became her favorite, too.

The last time I saw my favorite doctor was on one of his visits back to his old home town (and mine). He was on the street greeting old friends. I stopped to speak to him, but started on when he seemed too engaged to notice me.

"Here," he said, putting his hand on my arm, "you're not in such a hurry." And when he finished with the rest, "Well, how are you? Glad to see you looking so well! I always like talking with old friends."

My favorite doctor died last summer. More and more through the years I am going to miss his tractful, sensitive presence. I think he will always remain my favorite.

**NEO-REARGON**  
**AKATOS, Inc.**

### Eliminates Gonococci

Quickly, Painlessly, and without irritation  
Prescribe 5% solution, Inject 5 cc Q. I. D.

Write for complete technique

114 Liberty Street, New York

# CIGARETTE MAKERS ... NOT PHYSICIANS!

As makers of Spuds it is not within our province to prescribe for human health. Even though Spud smoke is menthol-cooled, this does not mean we can ethically advertise Spuds as a panacea for colds, throat and nose ailments. We have never done this, *and never will!* However, we can't help but honestly believe that Spud is less harmful than any other cigarette. We would welcome your opinion.

## SPUD

**MENTHOL-COOLED CIGARETTES**

**20 FOR 20c (U. S.) . . . 20 FOR 30c (CAN.)**

THE AXTON-FISHER TOBACCO CO., INC., LOUISVILLE, KENTUCKY

(Free Spud pack gladly sent to any physician upon request)

Ever  
Busi

[FROM P  
from pe  
say tha  
the ave  
ing for  
late. 'I  
when o  
ginning  
ment.  
nothing  
1907 to  
for a li  
after al  
Very  
who re  
to beco  
rived th  
of them  
men in  
now ad  
win pr  
safe to  
our bro  
ful spe  
of the l  
are utt  
investo  
It is  
nessing  
next b  
for sev  
time th  
courage  
in prie  
happen  
gerate

Phy

Whe  
ity  
Hyst  
Men  
June

TUC

# Everybody's Business

[FROM PAGE 39] decessors. I speak from personal experience when I say that advice means little to the average young fellow starting for the first time to speculate. This is especially true when one commences at the beginning of a major upward movement. I did that, and it took nothing less than the panic of 1907 to convince me that working for a living was a good practice after all.

Very few of the young men who resigned their jobs in 1929 to become great financiers survived the panic of that fall. Many of them have become customer's men in brokers' offices, and are now advising their clients how to win profits in Wall Street. It is safe to say that a majority of our brokers were once unsuccessful speculators. That is why most of the letters of brokerage houses are utterly hopeless as guides to investors.

It is probable we are now witnessing the commencement of the next bull market that may last for several years. During this time there will be periods of discouragement, unexpected declines in prices and all sorts of evil happenings, many of them exaggerated, that will tend to scare

people into letting go their investments.

A great many people will look back in the years ahead and regret the lack of courage, confidence and judgment they exercised. Thousands of greedy individuals will try to increase their winnings by scalping small profits, and most of these impatient souls will quickly lose their positions in the market.

The job of navigating the early stages of a bull market is the hardest of all. The initial upturn is always greeted with unrestrained skepticism and doubt. Just as in 1929 the public believed there could be no drastic and extended decline in prices, so now it holds the opinion that no rapid recovery can be permanent.

Every major upward movement commences in the face of incredulity and opposition. Conditions in recent months have been precisely those which have marked the turns from bear to bull markets in the past.

There was panicky selling of stocks during the fall and early winter. Bear operations were on a large scale. Distrust of the future was widespread. Interest rates were low. Conservative investors were buying for the long pull. Public opinion had come to underestimate the demand for normal consumption. Current happenings had come to outweigh the brighter promise of the months ahead. Inventories were

## Physicians Prescribe

# BROMO ADONIS

## in DISEASES of the NERVOUS SYSTEM

### Bromo Adonis No. 1

When symptoms of nervous irritability make their appearance, as in Hysteria — Nervous Indigestion — the Menopause — Insomnia, and as an adjunct in Petit Mal Epilepsy.

### Bromo Adonis No. 2

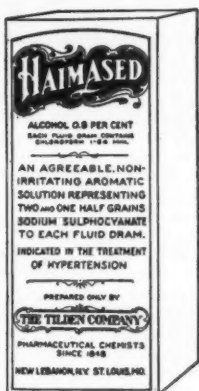
is used with lasting and satisfactory results in obstinate cases of Epilepsy and where a potent sedative is indicated.

Check the preparation desired, for free sample

TUCKER PHARMACAL CO.

(4)

180 Duane St., New York, N. Y.



# HYPERTENSION

*Successfully relieved with*

## HAIMASED

(TILDEN'S)

An agreeable, non-irritating, aromatic solution representing  $2\frac{1}{2}$  grains Sodium Sulphocyanate to each fluid dram.

*(Sample and Literature to Physicians on Request)*

Prepared only by

**THE TILDEN COMPANY**

*Pharmaceutical Chemists since 1848*

New Lebanon, N. Y.

St. Louis, Mo.

# SANMETTO

A Requisite in the  
General Treatment of . . .

## URETHRITIS—CYSTITIS and PROSTATITIS

Best tolerated and quickest to reduce  
INFLAMMATION and PAIN

OD CHEMICAL CO., 61 Barrow St., New York, N. Y.

Gentlemen: Please send by prepaid post a physician's sample  
SANMETTO.

Name.....M. D.

Address.....

completely deflated, weak speculative accounts were wiped out, deposits in savings banks had grown rapidly and brokers' loans were at a record low.

Trading in securities is a game of wits in which organized pools oppose an unorganized public. The clever and experienced speculators who operate the pools know a lot about crowd psychology. They give a great deal of time and thought to discovering what the masses in the market are most likely to do. The object of each group is to outplay the rank and file.

The pools put stocks to prices much higher than the figures they are seeking to realize in their distribution. They nearly always sell their stocks to the public on the way down instead of on the way up. They know that the average person will regard a stock as cheap simply because the price is lower than it was months before. They do much advertising to attract buyers, and unfortunately a great deal of the information disseminated is totally misleading, if not entirely untrue. Even the figures on the ticker tape are often no more than sales by the managers of a pool to each other made to deceive those who are closely watching transactions.

Greed is the greatest enemy of the speculator. It destroys patience and is the chief reason why the individual so often departs from the rules he has set

down for himself. It is greed that causes people to buy stocks that they know are over-valued. Those who follow this practice always expect to sell at an even higher price. This happened in the land boom in Florida. Each one expected to let the other fellow hold the bag.

The most unhappy expression one hears in the field of speculations is—"If I had only sold when—!"

Most interesting in this connection is the story of the old farmer who built a turkey trap out of a big box with a hinged door that could be kept open by a prop to which was tied a piece of twine. A thin trail of corn was used to lure the turkeys to the box. Inside was more corn.

One day the old man decided to catch some turkeys. A dozen were lured in, but he waited for one or two more. Then one came out, leaving eleven. "Gosh, I wish I had pulled the string when all twelve were there," said the old fellow. "I'll wait a minute and maybe the other one will go back." But while he waited for the twelfth turkey to return, three more walked out.

"I should have been satisfied with eleven," the farmer remarked. "Just as soon as I get one more back I'll pull the string." But two more walked out and still he waited. He just couldn't give up the idea that some of the original number would return. At last but one

## FOR INSOMNIA

An ideal agent, for the rest it produces is refreshing and is not followed by depression or other disagreeable after-effects.

# BROMIDIA

(BATTLE)

With a minimum dosage a full sedative influence is exerted.

BATTLE & CO.

Chemists' Corporation, St. Louis, Mo.

turkey was left in the trap, and he said: "I'll wait until he walks out or another goes in, and then I'll quit." The solitary turkey went to join the others and the old man returned empty-handed.

So it is with most of us in the stock market. We are great on making definite plans and establishing in advance fixed prices. But when it comes to the matter of execution, indecision creeps in and our program is wrecked. Finally, we buy or sell many points higher or lower and wonder what on earth ever induced us to wait so long.

Pool managers know that every move is being watched, and usually they do exactly the opposite of what a chart will indicate they expect to do. Many stocks look worse just before they start to rise, because the pool needs more stock at low prices and must frighten timid holders into selling.

A pool will often let the public make money for a certain time in order to get good advertising that will broaden their final market. Stock is dislodged from the public hands either by scaring or wearing it loose. Stocks are made to look most unattractive just before an advance commences.

The prices of securities do not go up as often as they are put up. Usually it happens that the first 10 points of an advance requires more thought and effort on the part of a pool than the 30 points that follow.

Whether we like to believe it or not, the stock market is a game that is practically always rigged by the smart to outwit the stupid. That's why it is always necessary to try to do the opposite from what the crowd is doing. A primary consideration in speculation is the human element. No stock is good enough or safe enough to be put away in a vault and forgotten. New changes and inventions are continually destroying old industries and creating new ones.

Although the foregoing remarks represent no more than a mere scratching of the surface of a tremendous subject, they are extremely timely in this present day of earnest preparation for a new era of prosperity. In the lives of many people there will be no duplication of the present opportunities for profitable speculation because everyone engaged in business speculates in one way or another.

The stock market is the most difficult form of speculation that exists, and yet thousands of people feel sure they can beat the game without any preparation at all. There is only one kind of commitment that people make with less investigation than when they buy stocks, and that is when they get married. People often spend an hour shopping for an article of apparel, and then invest several thousand dollars in some stock without making more than casual inquiry.

## FOR THE SPRING DEPRESSION

with its attendant Neurasthenia and debility

# R<sup>ANGIER'S</sup> EMULSION

Tablespoonful in water (hot preferred) t.i.d.

It cleanses the system, clears up a lingering cough, improves digestion, and overcomes the catarrhal condition of the whole alimentary tract so commonly present after winter ills.

Send for free trial bottles

ANGIER CHEMICAL COMPANY

Boston 34, Mass.

# Literature and Samples »

**BREON REFERENCE BOOK:** A catalog of tablets and other products manufactured by George A. Breon & Co., Kansas City, Missouri.

**OXO-ATE "B":** Samples and descriptive literature are offered by Smith, Kline and French Laboratories, Department 21, Philadelphia, Pa.

**KLIM:** Samples of powdered whole milk, with literature, are offered by Merrell-Soule Co., Inc., Dept. M. E., 350 Madison Avenue, New York.

**DIARRHEA—THE DREAD DISEASE OF INFANCY AND CHILDHOOD:** This booklet, with samples of Dryco, are offered by the Dry Milk Co., Dept. M. E., 205 East 42nd Street, New York.

**ABSORBINE, JR.:** W. F. Young, Inc., 207 Lyman Street, Springfield, Mass. offers samples of this product.

**ALYCIN:** Full descriptive literature, and samples of this product, are offered by the Wm. S. Merrell Co., Cincinnati, Ohio.

**PSYLLA:** Samples may be had from the Battle Creek Food Company, Dept. M. E., 4-31, Battle Creek, Michigan.

**USE AND TESTING OF SPHYGMOMANOMETERS:** Copy of an official report of the United States Bureau of Standards Technologic Paper No. 352, disclosing the relative merits of the aneroid and mercurial blood-pressure instruments, is offered to physicians by W. A. Baum Co., Inc., 100 Fifth Avenue, New York.

**LIGHT AS STIMULUS:** A booklet, descriptive of Hanovia Quartz Lamps and their application, is offered by the Hanovia Chemical & Mfg. Co., Dept. 264, Newark, N. J.

**FEMININE HYGIENE AND THE PHYSICIAN:** A booklet by Dr. Winfield Scott Pugh is offered by the Marvel Co., Dept. M. E. 4, 407 East St., New Haven, Conn.

**BUFFALO MINERAL WATER:** A resume of information on this product, with a description of marketing policy, is offered by physicians by the Virginia Buffalo Springs Corporation, Buffalo Springs, Virginia.

**HOW TO PREPARE DEXTROSE (GLUCOSE) SOLUTIONS FOR INTRAVENOUS INJECTION:** An authoritative booklet, with a useful summary of indications and dosage. It is offered by Feick Brothers Company, 811 Liberty Avenue, Pittsburgh, Pa.

**MOVIE MAKERS:** Monthly publication of the Amateur Cinema League. The physician using a 16 mm. camera will find it definitely helpful. For a complimentary copy write the editor, J. B. Carrigan, Movie Makers Magazine, 105 West Fortieth St., New York.

**FLENTS:** Samples of a sound absorber and ear-drum protector, with literature, are offered by Flents Products Co., 50 East 42nd Street, New York.

**FELLOWS SYRUP OF HYPO-PHOSPHITES:** Samples offered by Fellows Medical Manufacturing Company, Inc., 26 Christopher St., New York. [TURN THE PAGE]

# This one little thing called "taste appeal"

WHEN you prescribe something for a patient, you prescribe it for the good it can do and not for the way it tastes.

But it's equally true that the better a thing tastes—the more willingly a patient takes it—and *the more good it can do!*

That's why, in advising cod-liver oil, so many doctors specify—Scott's Emulsion. They know that Scott's Emulsion is made of the purest, vitamin-rich Norwegian cod-liver oil—in an *emulsified* form. This emulsification makes Scott's Emulsion more palatable. Patients take it and find it pleasing. They keep on taking it. It tastes good—it does good!

Another advantage—Scott's Emulsion contains calcium salts. Thus, in one dose it provides the patient with both cod-liver oil and minerals. The next time you find it necessary to advise cod-liver oil, remember the importance of taste appeal—remember Scott's Emulsion.



**Professional samples gratis!**  
Write on professional stationery to  
Scott & Bowne, Bloomfield, N. J.

**SCOTT'S EMULSION**  
OF  
VITAMIN-RICH **COD-LIVER OIL**

**Pleasanter to take—Easier to digest**

**MARCH, APRIL, MAY — HAY FEVER:** This pamphlet discusses types of hay-fever, and shows the chief causative trees in natural colors. Write: The Arlington Chemical Company, Yonkers, New York, asking for Bulletin No. 4.

**POLICING THE MOUTH:** A set of 49 colored lantern slides accompanied by an illustrated lecture manuscript, it may be borrowed without charge by physicians, nurses, or other qualified health workers. Write: The Cleanliness Institute, 45 East 17th Street, New York.

**CASTLE STERILIZERS:** A catalog showing various models, including the "Full Automatic," is offered by Wilmot Castle Company, 1142 University Avenue, Rochester, New York.

**SURGE-O-RAY:** This booklet illustrates and describes a new portable combination surgeon's operating light and moving picture unit. Makers of medical movies should be especially interested. Write: Bell & Howell Company, 1801 Larchmont Avenue, Chicago, Illinois.

**UTILATREE:** A circular describing an ingenious new folding consumer, which will hold 200 pounds of clothing without tipping, is offered by Utilatree Products, Inc., 75 Varick Street, New York.

**GYNEX:** Literature describing Gynex hygiene specialties is offered by the Gynex Corporation, 180 Madison Avenue, New York.

**NITROSCLERAN:** A circular describing this product, for hypertension, has recently been published by E. Tosse & Co., Inc., 353 35th St., Bush Terminal, Brooklyn, N. Y.

## The Product of Liver Extract and Hemo-Glycogen Compound

Compounded at  
Laboratories of  
Chappel Bros., Inc.

Mail the  
Coupon for  
Literature

**HEMO-GLYCOGEN**

IN CASES OF  
PREGNANCY

In 50% of all cases of pregnancy, anemia has been observed. Every expectant mother should be prepared for the delivery by keeping her blood count on the level, with **HEMO-GLYCOGEN**, prepared from hemoglobin, liver extract and blood serum. (Administered by mouth). A quick response by increase of the hemoglobin and the red cell count in the blood of the patient will be observed. **HEMO-GLYCOGEN** is indicated in general anemia, chronic debilitating diseases and in malnutrition requiring a general tonic.

Dispensed through physicians. Full size bottle mailed free on request for physicians use.

LABORATORIES CHAPPEL BROS., Inc.  
Rockford, Illinois

Please mail free one full size bottle  
**HEMO-GLYCOGEN** for my use.

Dr. \_\_\_\_\_

Address \_\_\_\_\_

# GERMANY

## THE HEALTH CENTER OF THE WORLD

### AACHEN

(Aix-la-Chapelle)

Hottest Sulphuric Acid Springs  
in Central Europe

for the treatment of Rheumatism, Gout, and Sciatica. Finest bathing establishments with their own springs. Most modern and up-to-date equipment. Lovely forests. Golf and tennis. Riding and other tournaments. The culture and gaiety of opera, theatres, and concerts. Excellent hotels. Season all year!

### BAD NAUHEIM

Near Frankfurt-am-Main

The World's Therapeutic Spa for  
Heart and Vascular Diseases

Famous carbonic acidulous brine-thermae (about 90°F.). Various Baths in different degrees of temperature and strength. University-Institute of Balneology; William Kerkhoff Institute. All up-to-date treatments and every imaginable comfort. Fine entertainments. All sports. All-year season. A unique resort for real recreation and rest.

### BAD HOMBURG

Near Frankfurt-am-Main

The Health Resort for Stomach  
and Intestinal Disorders

Carbonic acid common salt springs. Natural Carbonic Baths. Homburger clay-mud fango packings. Famous Homburg diet. All-year season. Excellent hotels and sanatoria. Theatre, music festivals, and orchestra. All sports. Open air mineral water swimming pool. For Mineral Water apply to: Spa Products, 164 Fifth Avenue, New York.

### WIESBADEN

on the Romantic Rhine

The most important international  
Health Resort of Germany

World-famous Thermal Springs at 150°F. Treatments for: Rheumatism and Gout, Sciatica and other inflammations of nerves; disorders of metabolism; diseases of the respiratory and digestive organs. Wiesbaden Diet Cure. Notable performances at the Kurhaus and State Theatres. All sports. Open all year. Rhine steamers stop at Wiesbaden-Biebrich.

### BADEN—BADEN

Black Forest South Germany  
Europe's Health Resort  
of Distinction

Radio-active Thermal Springs 154°F. Indications: Gout, Rheumatism, Neuralgia, Arthritis, and Catarrhs of the respiratory organs. Bath and Drinking Cures. Unrivalled bathing establishments. Treatments during entire year. Grape Cure in spring and autumn. All kinds of outdoor sports, with 18 holes of golf. Theatres, opera, and concerts.

### BAD EMS

Rhineland

The only Acidulous Alkaline-Chloride  
Thermal Waters in Germany

Indicated in the treatment of Catarrhs, Asthma, Emphysema, heart and circulatory disorders. For home treatment: Ems Water bottled in its natural condition at the springs. Natural Ems Salt and Pastilles. Obtainable everywhere. For these products apply to: Chas. von der Bruck, Inc., 61 Park Place, New York.

### BAD NEUENAUH

Rhineland

For Diabetes and Gallstones—  
only Bad Neuenauhr (say Noyenauhr)

Best accommodations in the Kursanatorium or the Kurhotel. Only alkaline thermal springs in Germany. Drinking and Bathing Cures can be taken within the hotels because of direct connection with springs. Special Leaflet on Sanatorium. For Mineral Water apply to: Spa Products, 164 Fifth Avenue, New York.

### WILDUNGEN

(On main line Hamburg-Cassel-  
Frankfurt Railroad)

Europe's best-known Spa for the  
Treatment of

Kidney and bladder diseases; uric acid diathesis; albuminuria. 24,000 visitors; 27 physicians; 20 hotels. For treatment at home: The famous Helenenquelle and Georg Victorquelle to be had through Chas. von der Bruck, Inc., 61 Park Place, New York, or Spa Products, 164 Fifth Avenue, New York.

Resort to Physicians and their Families - Special Information for Physicians from Spa Products, 164 Fifth Ave., New York  
Write for Illustrated Folders of these Resorts to:

**GERMAN TOURIST INFORMATION OFFICE**  
645 Fifth Avenue, New York, N. Y. Telephone Wicks 4-2334

# Tours and Cruises

## FOR PHYSICIANS AND PATIENTS

**THE ROMANCE OF SCOTLAND:** This folder contains a comprehensive list of Scotland's tourist resorts. Write: London, Midland and Scottish Railway, 200 Fifth Avenue, New York.

**EVENTS IN SWEDEN, 1931:** A schedule published by the Swedish Traffic Association, and available by writing the Swedish State Railways, 551 Fifth Avenue, New York.

**PRE - AND - POST - CONGRESS TOURS:** Some trips offered in connection with the International Hospital Congress in Vienna, June 8-14, 1931, are described in a circular offered by the American Express Company, 65 Broadway, New York.

**SUMMER VACATIONS IN EUROPE:** Independent, arranged tours seem to be popular for the coming season. A number of them are listed in this book of itineraries prepared by the Lifsey Travel Service, 527 Fifth Avenue, New York.

**ITALY:** What this booklet lacks in printing effectiveness, it makes up for in enthusiasm. 46 pages, with a railroad map. Write: Compagnia Italiana Turismo, Inc., 545 Fifth Avenue, New York.

**UNIVERSITY TOURS:** Listing a number of moderate priced European tours, including a conducted trip through Russia. Write: The American Institute of Educational Travel, 585 Fifth Avenue, New York.

**THE NILE VOYAGE:** From Cairo to Aswan, with a schedule on fares, and hints on what to wear. This booklet comes from Thos. Cook & Son, 585 Fifth Avenue, New York.

**TO EUROPE:** Transatlantic rates for this summer have recently been reduced. Literature describing 4500 accommodations available at new rates has been published by the International Mercantile Marine Co., 1 Broadway, New York.

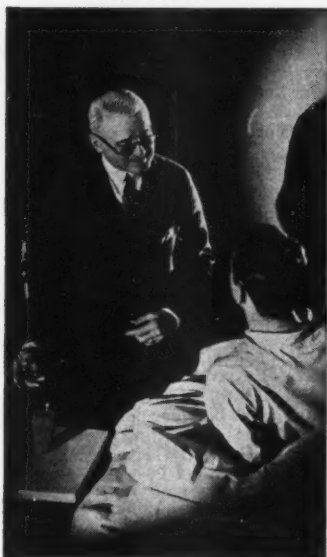
**AN ALL-EXPENSE SEA AND LAND VACATION:** 35 separate itineraries up and down the Atlantic coast between Virginia and Nova Scotia, including a number of trips inland. Write: Eastern Steamship Line, Pier 18, North River, New York.

**RUMANIA:** Historical, economic and touring information. Write: International Telephone & Telegraph Corporation, 67 Broad Street, New York.

**EUROPE BY MOTOR:** Listing more than 102 different itineraries all the way from Morocco to Scotland. Write: Franco-Belgique Tours, Inc., 551 Fifth Avenue, New York.

**REDUCTIONS TO PHYSICIANS:** Medical men and their families are accorded special reductions when traveling in the spa region of Germany. For illustrated folders describing this arrangement write: German Tourist Information Office, 665 Fifth Avenue, New York.

# Cocomalt for



## FREE TO PHYSICIANS

We would like to send you a trial can for testing. Coupon brings it to you—free.

# Cocomalt

DELICIOUS HOT OR COLD



R. B. DAVIS CO., Dept. HH 4 Hoboken, N. J.  
Please send me, without charge, a trial can of Cocomalt.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

**CONVALESCENTS**—The high caloric value and quick assimilability of Cocomalt makes it an especially valuable food for convalescents.

**GENERAL DEBILITY**—The necessity for a concentrated food of high digestibility in asthenic conditions is met by Cocomalt.

**MALNUTRITION**—Undernourished children and adults respond splendidly to the balanced ration of Cocomalt mixed with milk. Furthermore, it increases the appetite.

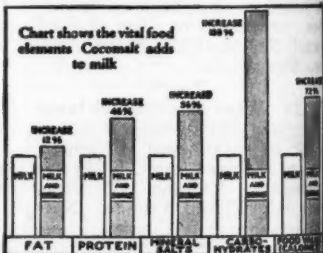
**TUBERCULOSIS**—Cocomalt is very useful in increasing the caloric value of tubercular diets without throwing an additional strain upon the digestive system. Its mineral content is likewise useful in producing calcification of tubercular lesions.

**POST OPERATIVE**—Following an operation Cocomalt meets the demand for a highly nutritious food that does not produce intestinal fermentation or stasis.

**EXPECTANT MOTHERS**—During pregnancy, Cocomalt answers the great need for Vitamins B and D. Provides the additional food needed by the developing foetus.

**NURSING MOTHERS**—Cocomalt provides necessary food elements for the production of milk, without inducing constipation.

Cocomalt—the delicious food drink—adds 70% to the caloric value of milk.



April, 1931

117

## Watch that Idle Dollar

[FROM PAGE 19] and each invitee was limited to 25 shares. It was the favorable influence of a wide distribution that was desired, rather than the paltry \$2500.

A doctor client of mine, since passed to his reward, thinking he might be getting into an embryo Ford plant, or something equally good, promptly sent in his \$2500 check. After sufficient time had passed for the check to clear the bank, he received notice that the founders' shares had been allotted and placed in reserve for him. With the letter was a formal notice that, since some one to whom another 25 shares had been allotted had failed to take them up, the additional allotment had also been reserved for him.

A day or two later he received a statement for \$2500. This aroused his suspicions. He thought—and note that the thought came to him after he had invested the first \$2500—that he would investigate.

He wrote to three banks located in the tire company's town, asking about the new company's financial standing. The banks replied that the credit of the company was good, but made very guarded and evasive answers to questions concerning the men operating it and their prospects for success. He asked me to go to the tire town, located in a neighboring state, and investigate the deal for him, with instructions to get his money back if possible if I found it to be unbound.

Arriving at the manufacturing city, I went directly to the plant. I did not disclose my identity at once, but decided to look the place over. The building was new. Inside and out it struck me as a model little plant. The office was

## "SOME OF YOUR OWN MEDICINE"



Doctors have long recognized the value of comfortable ocean travel as an aid to health. Many prescribe such treatment for patients who are in need of rest, relaxation and a new environment.

May we suggest, dear Doctor, that, when you are thus prescribing for your patients or when you have decided to take some of your own medicine, you consider the I. M. M. lines. We have services to Europe, a sea-service all the way to and from California and delightful annual Winter Cruises. There are rates for every purse and plan. Fares to Europe, for example, as low as \$105 in comfortable Tourist third cabin.



**WHITE STAR LINE  
RED STAR LINE  
ATLANTIC TRANSPORT LINE**  
International Mercantile Marine Company  
No. 1 Broadway, New York. Offices or agents  
in all principal cities.

A NATURAL  
ALKALINE  
DIURETIC  
ELIMINANT

# BUFFALO MINERAL WATER



FORMERLY CALLED BUFFALO LITHIA WATER

A PURE  
DELIGHTFULLY  
PALATABLE  
WATER

## An Expression of Ethical Policy

Dr. Oskar Baudisch of Yale University in a monograph on "The Nature of Medical Springs" says, "The only spring I know personally which may be classed here for its Calcium and Silicic Acid action is the Buffalo Springs in Virginia, which has a special reputation for kidney and bladder troubles similar to certain springs in Wildungen, Germany."

### FOR SPECIFIC USES CONSULT YOUR PHYSICIAN

It is because we recognize the professional privilege of the physician to diagnose according to his own judgment and prescribe after careful analysis of the facts in each individual case, that we avoid making definitive mention of indications for the uses of Buffalo Mineral Water. Rather, we respectfully invite physicians to secure a copy of the brief *Résumé* of Information which we have prepared, and to verify the therapeutic effects of the water in their own practice.



\* The *Résumé* is based on evidence of specific beneficial results extending over a century, and contains an analysis of Buffalo Mineral Water which may be helpful. We will be glad to send a copy of it to physicians on request.

Virginia Buffalo Springs Corporation,  
Buffalo Springs, Virginia.

Please send me the *Résumé* mentioned above.

M. D.

April,  
impr  
steno  
hurru  
thro  
there  
form  
Thes  
work  
leisu  
In  
were  
good  
recei  
meag  
tered  
me  
porar  
a fe  
plant  
talk,  
story  
none  
were  
he h  
out  
proc  
day  
No  
actua  
said  
show  
tity  
be o  
little  
with  
I a  
with  
me t  
ping  
presi  
and  
a bit  
ness.  
neigh  
years  
cousi  
found  
ly, al  
of th  
small  
never  
shop  
cash,  
year  
comp  
\$500  
He

impressive, with nice looking stenographers and secretaries hurrying about. I strolled out through the factory. The machinery seemed to be installed, but there was little work being performed, and very few workmen. These were dressed in clean, new work clothes, and were rather leisurely toying with their tasks.

In the "cooking room" they were actually turning out some good looking black tires. Inquiries received polite attention, but meager replies, until I encountered a little fellow who informed me that he was working temporarily having been loaned for a few weeks by one of the big plants at Akron. After a little talk, he became confidential. His story developed the fact that none of the workmen employed were experienced tire men, and he had been called to straighten out some of the manufacturing processes so that a few tires per day might be produced.

No attempt was being made to actually market any tires. He said the machinery was just a show, and not capable of quantity production, and that it would be out of the question for the little factory to ever compete with the Akron factories.

I asked him about the president with the famed name. He directed me to a little office marked "shipping room." *Here I found the president.* He was in shirt sleeves, and readily admitted that he was a bit dazed over the whole business. He had been a barber in a neighboring village for sixteen years. He was, in fact, a second cousin of the grandson of the founder of the automobile family, although he had not seen any of the family since he was a small child. Some men he had never before met appeared at his shop one day, purchased it for cash, and offered him a three-year contract to head the tire company. He received a salary of \$500 per month.

He had never liked anything

## This Syringe Does Not Stick or Leak

Frees you of annoying backfire and  
prolongs accuracy indefinitely

If you are about to buy new syringes, note the offer below. We invite you to enjoy 10 days use of a syringe that does not stick, leak or back-fire.

The name is VIM SLOW-GROUND Emerald Syringe. Slow Grinding is a discovery important to every physician—a process in syringe-making that largely prevents the structural strains set up in glass by high speed grinding wheels. A process that gives you a syringe whose barrel and piston are fitted to an accuracy of one ten-thousandth of an inch.

Such accuracy of fit multiplies syringe life indefinitely—and gives you a smoothness in use that you have not known. A single VIM Emerald Syringe was used 18 months without developing leakage—a VIM Slow-Ground Emerald Syringe withstood 50 boilings at 212 degrees F. without reducing the pressure applied in making an injection.

As a consequence, thousands of physicians have come to adopt it. As they buy new syringes they are specifying VIM Slow-Ground Syringes to dealers. Thus they enjoy the smoothest action they have ever known—and largely eliminate excessive breakage and leakage. We invite you to try this Slow-Ground Syringe, and at our risk. Mail the Coupon below.

### VIM Slow-Ground Emerald Syringes

MacGregor Instrument Company  
Needham, Mass. M.E. 4-31

I want to try the VIM Slow-Ground Syringe (X) checked below and attach check to cover. If I am not satisfied, you are to return the full amount. Include a free copy of "New Advances in Technique" in the shipment.

- |                          |                     |        |
|--------------------------|---------------------|--------|
| <input type="checkbox"/> | 2 cc. Regular.....  | \$1.25 |
| <input type="checkbox"/> | 5 cc. Regular.....  | \$2.00 |
| <input type="checkbox"/> | 10 cc. Regular..... | \$2.50 |
| <input type="checkbox"/> | 20 cc. Regular..... | \$3.00 |

Name.....

Address.....

My dealer is.....

# Professional Confidence

To gain the confidence of the patient and to retain that confidence is the ultimate desire of every physician. This confidence may be measured in terms of maximum results obtained—in the shortest period—from prescribed treatment.

In prescribing treatment for the complete and permanent elimination of skin and scalp conditions, we offer:—

## **MAZON** REG. U.S. PAT. OFF. **FOR ECZEMA**

*An ethical preparation — scientifically developed*

**Immediate Pruritic Relief—**Mazon immediately relieves the pronounced itching associated with skin disorders by attacking the origin.

**Complete Rapid Absorption—**Mazon is completely and rapidly absorbed when applied to the affected dermal area. It is not greasy. Will not stain clothing.

**Positive Results—**This statement is based on the many commendable reports received from those physicians who have successfully prescribed Mazon where other treatments failed to respond.

**No Bandaging—**Mazon requires no bandaging. Just apply Mazon rubbing each application into the affected area until completely absorbed. Permit air to act freely upon affected area.

### **NOT A TEST TUBE CONCLUSION!**

Manufactured under the personal supervision of a Pharmaceutical chemist.

*Dispensed in one, two and four ounce sizes.*

Mazon is—a combination of Phenolic substances and organic mercury compound in a greaseless base.

**INDICATIONS:** Eczema, Psoriasis, Ring Worm, Acne, Dandruff, Athletic Foot and other Skin Disorders.

**Testimonials—**We do not advocate the acceptance of Mazon by the Medical Profession through the use of testimonials from those who have prescribed Mazon with gratifying results. Testimonials tend to arouse curiosity—but we do not expect them to warrant the acceptance of Mazon by interested physicians.

*Personal Clinical Tests  
Alone Merit Your  
Acceptance.*

**BELMONT LABORATORIES, Inc.**  
4430 Chestnut Street,  
Philadelphia, Penna.

M.E. 4

Gentlemen: Please send me trial supply of Mazon and Mazon Soap.

Dr. \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

April,

about  
excep  
turn  
first  
priv  
retan  
advise  
confi  
stand  
ness,  
so th  
as w  
recon  
leavi

He  
ture  
with  
rathe  
him  
tions  
befor  
selec  
they  
that  
bette

Re  
ran  
and  
augu  
moto  
the  
agen  
finan  
pecte  
presi  
Af  
sult  
blunt  
client  
appoi  
comp  
real  
about  
ceive

so d  
ducti  
he as  
which  
amou  
had  
nishe  
a cri  
for t  
I r  
resen  
mone  
facto  
was

about the job but the salary, except for which he would return to the barber business. At first he had been assigned a private office, and given a secretary who, after the first day, advised all callers that he was in conference. Not being able to stand the strain of enforced idleness, he had threatened to quit, so they made him shipping clerk as well as president, and he kept records of material arriving or leaving the plant.

He thought the company literature played up his connection with the automobile family rather strongly, although it gave him a certain pride in his relationship that he never realized before. He opined that a poor selection had been made when they chose him for president, and that a tire man would have been better.

Returning to the front office, I ran the gauntlet of secretaries, and was finally ushered into the august presence of the chief promoter. He was not an officer of the company—merely its fiscal agent. (I presume that, after the financing was completed, he expected to turn it over to the president.)

After disclosing to him the result of my trip of inspection, I bluntly informed him that my client proposed to apply for the appointment of a receiver for the company. The little fraud seemed really grieved—not that I was about to put his company in receivership, but that I had fallen so deeply into error in my deductions. To prove his sincerity, he asked for my client's receipt, which I produced, and for the amount of expense to which he had been subjected, which I furnished. He pressed a button, gave a crisp instruction, and a check for the amount was produced.

I regretted that I did not represent all the doctors whose money had poured into this fake factory, but since my business was to make my client whole,

# Thialion

is a dependable agent to prescribe in rheumatism, gouty conditions, biliousness, constipation and wherever there is evidence of acidemia or decreased alkalinity.

*Literature on request*

VASS CHEMICAL CO.  
Danbury, Conn.



Non-poisonous, greaseless, water-soluble, non-staining antiseptic jelly for the correction of alkaline conditions, and for feminine hygiene. Free from toxic and harmful ingredients such as bichloride of mercury or carbolic acid. Used by leading clinics, and physicians everywhere.

We also manufacture  
"L.A.J." (Lactic Acid Jelly, Cooper).  
Trial tubes and literature cheerfully sent  
FREE to physicians on request.

TABLAX COMPANY,  
294-2 East 166th St., New York, N. Y.  
Please send FREE trial sample  
tubes MARVOSAN ☐ L.A.J. ☐  
M. D.  
No. and St. ....  
City..... State.....

TABLAX COMPANY  
294-2 East 166th St., New York, N. Y.

# "Excellent for Irritation of the Conjunctiva"

"I have used Lotio Sambuci with uniform success in many cases of conjunctivitis. It is excellent for this purpose."

The foregoing is an extract from one of the many voluntary letters we have received from physicians endorsing Lotio Sambuci (Evans' Elder Flower Eye Lotion) for treatment of conjunctivitis and other irritations of the eyes and eyelids.

You can reach your own conclusions regarding the efficacy of this famous lotion by filling in and mailing the coupon below. If you have already received a sample, additional bottles are available to physicians only at 50c each.

GEORGE B. EVANS LABORATORIES, INC.

214 S. 12th Street

Philadelphia, Pa.

**Evans'**  
**Elder Flower Eye Lotion**

GEORGE B. EVANS LABORATORIES

214 S. 12th Street, Phila., Pa.

Kindly send me a sample bottle of EVANS' Elder Flower Eye Lotion, together with the EVANS Eye Cup.



NAME (Please Print) \_\_\_\_\_ M. D.

ADDRESS \_\_\_\_\_

DRUGGIST'S NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

(Samples to Physicians only. Those who have received a sample can get additional bottles at 50c each)

and not to seek revenge, I pocketed the money and returned home to make my client a wiser, though in this case, not a sadder man.

Another case that comes to mind is one in which many thousands of physicians' dollars went down the investment sluices leaving nothing to trickle into the cleanup box. It is one in which there was, so far as I know, no fraud either in stock selling or in operation. Yet not a penny was ever returned to the investors. The story of it illustrates further the necessity for making a thorough investigation, and the danger, even then, of overlooking some important detail.

This time it was an adding machine that intrigued the doctors into visions of increasing wealth and formed the magnet which drew their idle dollars. In those days, almost any machine would add. The trick was to make the machine subtract without additional mental calculations, so that harassed accountants might make up their balance sheets with a minimum of mental strain. This machine would do it. It was considered a real achievement.

The proposition looked good. The promoters were well known and successful business men. There were no professionals in the group. A six-story building, suitable for light manufacturing was optioned, models of the machine made, and the stock was offered for sale at par. The first

half million dollars was subscribed almost overnight. The building was purchased, and technical men sent to the industrial centers to purchase machinery.

It was proposed to complete a factory in which all parts, as well as the finished machines, might be made. Simultaneously with the installation of machinery, sales agencies were located in key cities throughout the country.

The first complete machine was turned out with a good deal of ceremony, the Chamber of Commerce visiting the factory, in full operation, in a body, and later the public was invited to inspect it. It was soon discovered that another half million dollars was necessary to support operations in the factory and in branch offices, pending the establishing of the business.

It was at this point that a doctor client of mine contemplated the investment of \$10,000 in the stock. He had concluded that the operations had progressed sufficiently to prove the character of the business, and that he would be making a very conservative investment, with attractive speculative possibilities. The balance sheet, with its workable material on hand, investment in new and modern machinery, cash in bank, and a rather heavy investment in sales organization which seemed to be ready to function at top speed, looked very favor-

## PHYSICIANS THE COUNTRY OVER Speak Well of FITCHMUL:

### A Bronchial Sedative

Expectorant—Vehicle

Our Book, FITCHMUL FACTS furnishes evidence of this fact. It presents unsolicited endorsements of physicians, hospitals, sanitoriums and dispensaries from Maine to Colorado. Also original papers and Clinical Reports. A copy, and a bottle of FITCHMUL sent free on request.

A. PERLEY FITCH CO.  
Concord, N. H.



### The FITCHMUL Formula

Canadian Fir  
Balsam  
Venice  
Turpentine  
Chloric Ether  
Hydrocyanic  
Acid  
(minute  
quantity)  
Tartar  
Emetic  
Aromatica

# CONTINUOUS AUSTINS IRRIGATORS

—the devices "ACCEPTED by the  
COUNCIL ON PHYSICAL THERAPY"

—designed for "CONTINUOUS IRRIGATIONS" particularly in the use of  
"EXTREME TEMPERATURES" in irrigating liquids.

## VAGINAL INSTRUMENT

Claim No. 2 as "Accepted":

"The vaginal types are self-contained and permit long uninterrupted douching at any desired temperature. By stopping the outlet and increasing the quantity of liquid contained, complete dilatation and cleansing are accomplished."

For quicker, more effective and prolonged irrigations of "wet heat." Designed to assist you in the treatment of:

**ENDOMETRITIS — CERVICITIS**



**VAGINAL TYPE—\$5.00**

Vaginal type should be used in any vaginal condition where douching is recommended as a therapeutic agency.

## RECTAL INSTRUMENT

Claim No. 3 as "Accepted":

"Rectal types are self-retaining and permit long, uninterrupted irrigations at any desired temperature. Stimulates rectal peristaltic action without harmful colonic distention."

Maximum of safety, comfort and efficiency. Designed to assist you in the treatment of:

**PROSTATITIS — CONSTIPATION**



**RECTAL TYPE—\$4.00**

Rectal type should be used where colon or continuous irrigation is indicated.

**W. D. PEATTIE, Inc., 714 Century Bldg., Cleveland, Ohio.**

Kindly send me:

.....Detailed information and descriptive literature.

.....Vaginal Type, \$5.00 each

.....Rectal Type, \$4.00 each  
( $\frac{1}{8}$ ,  $\frac{3}{16}$ ,  $\frac{1}{4}$  inch)

Indicate Sizes

10% discount allowed on  
Physicians' purchases.

Name..... M. D.

Address.....

City..... State.....

April, 1  
able.  
efficient  
decided  
June  
be con  
pened  
He ha  
presid  
compa  
showe  
factor  
vice o  
vestm  
"Th  
said  
there  
mand  
"Fi  
our l  
becom  
is an  
"I  
replie  
I mus  
as it  
to ce  
mand  
my p  
the i  
facto  
some  
doing  
pract  
stam  
time,  
opera  
Auto  
are t  
at a  
mach  
costi  
retail  
and s  
will l  
Tw  
of th  
heart  
cant.  
ing c  
daily  
econ  
addin  
And  
a litt  
accou  
rectly  
My  
10,00

able. The factory looked clean, efficient, busy and interesting. He decided to make the investment.

Just before the details were to be completed, a friend of his happened in from a neighboring city. He had at one time been a vice president of a large typewriter company. With some pride he showed his friend through the factory, and then asked his advice concerning the proposed investment.

"The machine is a success," said the doctor's friend, "and there is bound to be a big demand for it."

"Fine," said the doctor, "then our little factory, which is fast becoming the pride of our city, is an assured success."

"I wish I might tell you so," replied the ex-manufacturer, "but I must tell you that your factory, as it is now operating, is doomed to certain failure. The very demand I have prophesied will, if my prophesy is fulfilled, wreck the institution. Your neat little factory is carefully turning out some very pretty machines, and doing a very good job of it—practically by hand. You are stamping out patterns one at a time, with a machine carefully operated by a skilled mechanic. Automatics in the large factories are turning out hundreds of them at a single operation. Every machine you are turning out is costing the factory more than the retail price. The more you make and sell, the greater your losses will be."

Two years later the organizer of this company died of a broken heart, and the building stood vacant. The big factories, stamping out thousands of machines daily, and operating at maximum economies, continue to supply the adding machines of the world. And every one now produced has a little flipper which enables tired accountants to subtract as directly as they add!

My doctor client switched his 10,000 to bonds.

# HASLAM

## Headquarters for Rustless Steel Surgical Instruments

All of which are made from  
genuine "STAINLESS" STEEL.

### NO PLATING

We are the largest manufacturers of this line in the United States.

1931 Catalog on Request

FRED HASLAM & CO., Inc.  
83 PULASKI STREET  
BROOKLYN, N. Y.

Supplied through Dealers only

## BIG SAMPLE OF MU-COL

(Enough to make 6 quarts)

Aseptic,  
Prophylactic,  
Anti-Catar-  
rhal,  
Anti-Febrile.  
A Cooling,  
Healing,  
Post-Opera-  
tive  
WASH  
that Gives  
Effective  
Results.

# FREE

A host of physicians turn to Mu-col when it is undesirable to prescribe or use corrosive coal tar, or phenol washes in effective strength. Cooling, soothing, it is a fine prophylactic and detergent. Assures cleanliness throughout the entire membranous area. A saline-alkaline powder, easily soluble in water. Superior for feminine hygiene.

Mail Coupon for Sample NOW

Mu-Col Co., Suite 322S, Buffalo, N. Y.  
Send sample of Mu-Col, enough for  
6 qts. FREE.

Name \_\_\_\_\_ M. D.

Address \_\_\_\_\_

(please attach coupon to your letterhead)

# CONTROL in High Blood Pressure Cases

**P**ATIENTS suffering from High Blood Pressure need medical treatment. They should not be subjected to self medication or permitted to decide the dosage or the period of time during which medication should be used.

*A doctor reports:  
Female, 40 years, with  
250 Blood Pressure,  
two months ago and  
since under careful  
observation at his pri-  
vate hospital. Used  
Pulvoids Natrico, one  
four times a day, with  
regular diet. Blood  
pressure taken every  
day. After two months,  
blood pressure re-  
duced to 138, or about  
normal, and has sent  
patient home. The pa-  
tient is very well  
pleased, also the Doc-  
tor.*

By using Pulvoids Natrico and Pulvoids Taurophen, the physician insures absolute control of medication at all times.

Many physicians charge an extra fee for High Blood Pressure cases. This permits the supplying of medication, which is not only favorable to the physician but assures control treatment for the patient. Try Pulvoids Natrico for yourself and check its results on the Sphygmomanometer. Fill out the coupon below.

## PULVOIDS NATRICO

*Enteric, Sugar Coated, Dark Green Color*

THE DRUG PRODUCTS CO., Inc.  
26-33 Skillman Avenue,  
Long Island City, New York

- ☐ Special April offer, 200 Pulvoids for \$1.00, cash with order.  
☐ Send me free copy of "High Blood Pressure, its Diagnostic Importance, its Efficient Treatment."  
☐ I use ampules. Send your list of formulae.

Name.....

Street.....

City.....State.....

# Illustrating

[FROM PAGE 32] paper than the finished artist who has no knowledge of the subject. Therefore, the physician with his knowledge of anatomy, can in a short time learn a great deal more about medical drawing than the average artist who lacks this knowledge.

Even if he does not produce an expert piece of work he certainly has a sketch that he can turn over to an artist from which the artist can make a finished drawing. One thing that causes the doctor to give up in despair or produce a poor drawing is his lack of knowledge of the proper materials to use.

An artist would no more try to produce a drawing for publication with a fountain pen containing blue ink, on blotting paper, than a physician would try to open an abdomen with a hatchet and hammer.

How easily an idea is expressed to a group of people by making a few lines on a blackboard! When these lines are drawn by a skilled hand, they express more than words can tell. A little ability to draw is a worthy asset to the teaching physician.

Line drawings for publication must be carefully made with a hard lead pencil on a good grade of drawing paper. This pencil sketch is then traced over with black carbon or India ink.

Half-tone drawings for medical publications are generally first drawn on a white piece of paper with a soft carbon pencil (Wolf B.B. or Conte's Velour). They are then transferred to another piece of paper by placing the drawing face down on the second piece of paper and rubbing the back of the drawing with the finger nails. In this way the drawing gives a second impression in reverse, called a negative, on the second paper.

This negative is then placed face down on a chalk surfaced piece of cardboard (Ross Stipple Board No. 8) and rubbed on the back vigorously with the flat surface of the finger nails. This gives a third impression, but rather weak, in the correct order as the original sketch. These weak lines are then strengthened with a soft carbon pencil.

The transfer procedure is gone through with so that any mistakes can be corrected on the original sketch. It is hard to make any major correction once the drawing is on the chalk surfaced paper. After the lines are



**T**AUROCOL Tablets are prepared in two forms, both of which contain only the purified portion of the natural bile of the bovis family, and its two active salts, the Taurocholate and Glycocholate of soda.

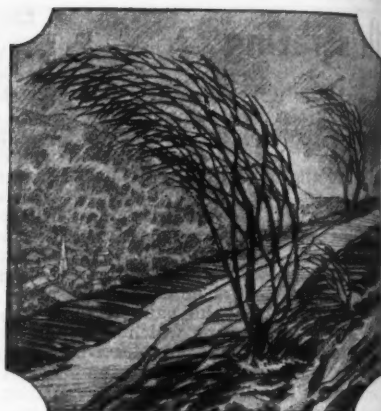
Taurocol Compound Tablets with Digestive Ferments and Nux Vomica.

*Samples on request*

**THE PAUL PLESSNER CO.**

3538 Brooklyn Avenue  
Detroit, Michigan

## Winter's Aftermath



**D**EFICIENCY of vitamin A and D in the diet is often responsible for faulty development in children and increased tendency to infection at all ages. Now is the time to fortify resistance with a bountiful supply of these essential elements.

The most convenient and agreeable means of providing vitamins A and D is *cod liver oil concentrate in sugar coated tablets*.

# OSCODAL

Reg. U. S. Pat. Off.

COD LIVER OIL CONCENTRATE

*Supplied in bottles of 42 and 100 tablets*

Send  
Coupon  
for  
Sample

H. A. METZ LABORATORIES, Inc.  
170 Varick Street, New York, N. Y.

Please send trial bottle of Oscodal tablets

Name

Address

City  State

H. A. METZ LABORATORIES, INC.

streng  
model  
with  
soft f  
dust i  
the po  
cil an  
a sma  
by en  
dust a  
chalk  
with  
knife.  
carbon  
dust  
Lines  
be so  
of cor  
Som  
half-te  
is a  
and In  
the b  
darker  
more  
high l  
of the  
Dra  
ing m  
painte  
than v  
Detail  
wax p  
Any o  
can be  
artist  
of the  
station  
Suits  
tained  
and fo  
classro  
to a t  
is bes  
the be  
table.  
is gen  
the cas  
expla  
tain a  
what t  
subject  
a carb  
of the  
course,  
graphs  
and x-r  
help t

strengthened with the soft pencil modeling and shadows are put in with pencil dust applied with a soft flat sable brush. This pencil dust is obtained by sandpapering the point of the soft carbon pencil and saving the black dust in a small box. High lights are made by erasing part of the pencil dust and by scratching away the chalk on the surface of the paper with a sharp engraving tool or knife. Detail is added with the carbon pencil rather than the dust applied with the brush. Lines that are too prominent can be softened with a small piece of cork held in a charcoal holder.

Some medical illustrators make half-tone drawings in wash. This is a mixture of Chinese white and India ink in water. More of the black ink is used for the darker areas and shadows, while more of the white is used for high lights and the lighter area of the drawing.

Drawings in color for illustrating medical books are generally painted with water color rather than with oils, tempa or pastels. Detail is generally added with wax pencils of various colors. Any of these materials mentioned can be purchased in a first class artist supply store; in fact, many of them can be purchased from stationery stores.

Suitable illustrations can be obtained for medical publications and for teaching medicine in the classroom by explaining the case to a trained medical artist. It is best to have him present at the bedside or at the operating table. When this is impossible, he is generally able to reconstruct the case from a verbal or written explanation. The artist can obtain a working knowledge of what to illustrate and how the subject is to be presented from a carbon copy of the manuscript of the article to be reported. Of course, rough sketches, photographs, pathological specimens, and x-ray negatives or prints will help the artist in producing a

## REVELATION TOOTH POWDER



THE PRIMARY CAUSE of receding, bleeding and sensitive gums is GLYCERINE, and for that reason alone Revelation is never in paste form.

*Revelation  
Corrects These  
Ailments*

*Send your card for full size can of  
Revelation and literature without  
charge.*

**August E. Drucker Co.**  
2226 BUSH STREET, SAN FRANCISCO

## Prove this at our Expense



We want you to prove to yourself the advantages of ephedrine hydrochloride exhibited in our water soluble jelly base. Notice how quickly and pleasantly Efedron relieves nasal congestion. Notice how patients appreciate the quick relief afforded.

*Send for Free  
Tube Today*

.....  
**HART DRUG CORP.,**  
12 N. E. Third St., Miami, Fla.  
Send me trade size tube  
**EFEDRON free.**

.....  
M. D.  
.....

## Descending Treatment for Ascending Gonorrhea

With the first appearance of discharge in gonorrheal infection, prescribe Mallophone orally. Its descending action mitigates ascending infection.

# Mallophone

Administered orally, this genito-urinary antiseptic—an azo dye which has great penetrating power—readily enters into the cells of the genito-urinary system. There it exerts a specific bacteriostatic action without disturbing the normal functions of the cells. It also produces a sedative effect and aids in the healing of denuded areas. The elimination of Mallophone by the urine tends to limit the possibilities of upward progress of gonorrheal infection.

Give your patient the benefit of early treatment with Mallophone.

*Write for booklet giving complete information.*

**Mallinckrodt Chemical Works**

Med. Dept. 32.

Second and Mallinckrodt Streets,

St. Louis, Mo.

## Prescription glassware— free from flaws

Unusually high temperatures in the melting and refining of our glass, scrupulous attention to manufacturing detail and a relentless inspection system result in prescription glassware free from flaws and of exceptional brilliance and strength. Owens-Illinois Glass Company, Toledo, Ohio.



**OWENS-ILLINOIS**  
PRESCRIPTION WARE

perfected drawing.

Most medical illustrators have studied anatomy in the dissecting room, and have a fair working knowledge of this subject. That knowledge can be used to good advantage in constructing drawings of operations he has not actually witnessed. In his course of training, he has seen diseases and procedures of operating so similar to the case in mind that he should have little trouble in drawing the case he has never seen.

For instance, he is ordered to make a picture of a carcinoma of the caecum. He has possibly seen other cases of carcinoma of the caecum. If not, he has seen what a carcinoma on some other organ looks like. He also knows how to draw a caecum for he has familiarized himself with this organ in his dissections; he also has anatomy books to refer to. So he constructs his drawing, using this knowledge plus the physician's description as to size and shape.

Photographs serve very well for illustrations of pathological specimens, and for diseases on the external parts of the body, but are practically worthless for illustrating operative procedure.

Most localities have a photographer who possesses sufficient skill to make photographs and lantern slides that will serve as good illustrations for publication and for classroom instruction. If the photographer has not done

much of this type of work, he should be cautioned to try to get the maximum amount of detail and to reproduce color as near as possible to its true tone in black and white. This is done by diminishing the size of the diaphragm opening on the lens, and the use of color screens.

It is now possible to make lantern slides in natural color by the Lumiere or Agfa process of photography. These slides are very good for permanently preserving the color in picture form of a fresh pathological specimen. Color reproductions in journals or books can be made directly from these natural color plates. So far, no color process in photography, on paper, has been of any real value for permanence or for reproduction. It is also possible to hand-color black and white photographic prints or lantern slides.

It is needless to say that the well illustrated book is more in demand by the medical profession than the unillustrated publication. The illustrations alone are a big selling factor of that book. Illustrations that are well done attract the physician's eye in a medical journal and create a desire to read the author's article.

It is possible for the average physician to develop, as a hobby or an avocation, his ability in drawing to the extent of enabling himself to express with vividness his ideas to other doctors at medi-

## CITRIN CAPSULES

(REGISTERED TRADE MARK)

INDICATED in the treatment of High Blood Pressure.

NATURE OF DRUG: A Glucoside from Watermelon seed.

PHYSIOLOGICAL PROPERTIES: A vasodilator slow in action, prolonged in effect. Non-toxic, non-cumulative and shows no tolerance.

TABLE ROCK LABORATORIES, Inc.  
Greenville, S. C., U. S. A.

*Samples and Literature  
on Physician's request.*

# NORMACOL

The physiomedical laxative furnishes

## Bulk PLUS Motility

Stimulates peristalsis, increases intestinal tonicity, and produces a smooth bowel evacuation free from discomfort.

It is the superior remedy in

## CHRONIC CONSTIPATION

SAMPLES AND LITERATURE

**SCHERING CORPORATION**

110 William Street, New York, N. Y.



# PRUNOIDS

A lack of secretion in the intestines is one of the principal causes of chronic constipation. Prunoids given at night over a period of one week will increase glandular activity without exciting pronounced peristalsis and will gradually overcome this form of constipation.

Prunoids are made of Phenolphthalein (one and one-half grains in each), Cascara Sagrada, DeEmetinized Ipecac and Prunes.

Gentlemen:

Please send me a professional sample of PRUNOIDS.

Dr. \_\_\_\_\_

Address \_\_\_\_\_

Samples to Physicians Only

**Sultan  
Drug Co.**

*Saint Louis,  
Missouri*

cal gatherings and to the students of a classroom. It is also possible for him eventually to make drawings of sufficient perfection to be used in medical publications.

For those who haven't the time or desire to develop such an ability, it is possible to obtain drawings from trained medical illustrators. That possibility is not limited to the physician in the metropolis. The isolated country practitioner can do likewise.

The science of medicine has gathered within its fold trained men of many professions. It has adopted the artist and taught him to draw pictures that do more than merely beautify the world of art. It has taught him to make drawings that help in the prevention and cure of disease. It has caused these men to produce work that adds not only to their own honor and income, but to the glory, dignity and knowledge of a great and worthy science—the art of healing.

## Discounts between Doctors

[FROM PAGE 21] ages eighteen to twenty years of professional life, the physician much longer, sometimes twice as long.

The cost of materials have little or no place in the consideration of the cost of rendering professional services, and a physician should no more feel that he has paid for his dental services when he has paid for the materials used than a dentist should when he has paid for the paper upon which a prescription has been written. Neither should a physician or dentist feel that he has paid a medical or dental fee by sending patients to the other unless he be willing to admit that

## In Anemia PEPTO-FER

Assimilable

Chloropectonate of Iron

A tonic and flesh builder, prepared according to the original formula of Dr. J. Jaillet, Paris.

**A Digestive:** Its peptone facilitates digestion, and it is very easy to assimilate as the iron is rendered organic by the peptone. It does not constipate.

**Agreeable to the taste:** Being free from the styptic flavor of most iron preparations Pepto-Fer is very palatable. It does not blacken the teeth.

DARASSE Frères, PARIS

Distributed by

E. FOUGERA & CO., INC.

41 Maiden Lane • New York, N. Y.

## Try This At Our Expense



Efemist, because of the water soluble base and tissue fluid soluble active ingredients, affords maximal ephedrine action.

Efemist does not irritate. Patients appreciate the pleasant relief afforded.

We want you to prove to yourself the efficacy of Efemist.

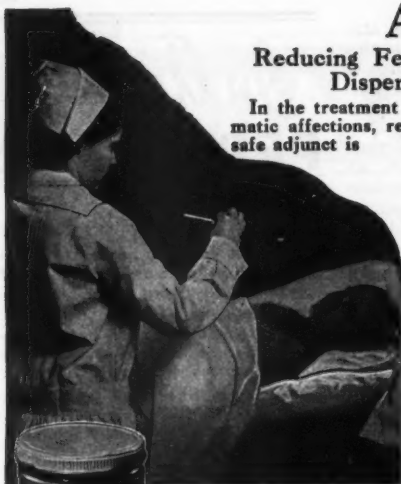
Send for Free  
Bottle today.

HART DRUG CORP.,

12 N. E. Third St., Miami, Fla.

Please send me free bottle of  
EFEMIST.

M. D.



## Aids in

### Reducing Fever—Relieving Pain— Dispersing Congestion

In the treatment of colds, respiratory and rheumatic affections, remember that an important and safe adjunct is

*Numotizine*

This is an emplastrum, externally applied.

Its advantages: *Control*—easily removed as soon as desired result obtained.

*Tolerance*—cannot upset the stomach.

Why not make a test now? We will gladly send you a regular size jar free.



NUMOTIZINE, INC.

220 W. Ontario Street, Chicago

Dept. M. E. 4

## "The Army of the Reds and Whites"

referring to the corpuscular elements of the blood, is called upon to repel invasion from without or to resist infection from within the body. Blood dyscrasia, or impoverishment, toxemia or sepsis, produces the so-called typhoid or malignant state in acute infectious disease, sepsis, organic dysfunction.

## ECHITONE

supplies, Echifolia, Iris and Viola, time proven and trial tested remedies, capable of full dosage and producing actual therapeutic effect. GENITO-URINARY SEDATION such as supplied by Thuja, Pichi, Triticum Repens, Saw Palmetto and Hyoscyamus in

## CYSTO-SEDATIVE

is indicated in Cystitis, Prostatitis, Urethritis, (acute or chronic) Enlarged Prostate, Strangury, Incontinence.

Samples and literature on request.

STRONG, COBB & CO.

Cleveland, Ohio

he is paying or receiving the equivalent of commissions on referred patients.

We dentists need the friendship and cooperation of the medical profession. In fact, we are indispensable to each other. The dentists have felt for years that they were not sharing equally in this exchange of professional services, but only a few have had the intestinal fortitude to say so.

The dentist gets little or no consideration or recognition at the Mayo Clinic, and pays as certainly as the layman, which is as it should be. The trained nurse charges him and his family as much as she charges other folks when he needs her services. That is good business. It is only unfortunate for us that we dentists have been so long finding it out. I have the pleasure of serving no less than fifty doctors or their families, and yet I could not possibly employ them all in my family. Moreover, I reserve the right to select my medical talent regardless of whether I have been selected as his dentist or not. To be selected as my family physician would imply that I ranked him first in my selection, and that I intended to remunerate him. If he were not paid in legal tender his only recourse would be to employ me as his dentist, which might not be at all agreeable to him.

I employ five or six physicians a year in my family, FOUR OF

**WHOM CHARGE ME** their regular fees at my own request. Two of them volunteer to give me a small discount as a courtesy and which they do not owe me, and I pay them promptly and cheerfully. I choose to pay full fare, knowing as I do, that the most sincere service is inseparably related to and contingent upon the fee involved, and I want the best for my family when they require medical services. This fact will serve to explain why we usually find an inferior grade of dental restorations in the mouths of physicians and their families. However sincere a professional man may be it seems impossible to separate the quality of service from adequate remuneration.

We have been taught by the dental economists that a charge should be set up for our services to physicians and nurses, and a discount made, or not, according to the discretion of the dentist. Sometimes the family physician's bill is discounted in full.

Permit me to cite a case of two mutual friends of ours, two doctors—a physician and a dentist. The physician referred three patients to the dentist, none of whom paid for his dental services. The physician then presented himself for dental work, had a porcelain jacket crown, a cast gold Tinker crown, two bridges, prophylactic work, extraction and anesthetics, amounting to about \$135, for which the dentist ren-

*With the many thousands of cases of*

## TUBERCULOSIS

home treatment is absolutely necessary and prominent Physicians agree that we have no medicinal remedy equal to creosote.

### Mistura Creosote Comp.

(KILLGORE'S)

Meets all the requirements of the creosote treatment. It is a palatable preparation and does not disturb the most sensitive stomach.

*Sample and Literature on request.*

**CHARLES KILLGORE**

35 West Third St.

**NEW YORK**

★ ★ ★ ★ ★ ★ ★

## IN HEMORRHOIDS



### *Congestion Causes Bleeding*

WHEN hemorrhoids bleed, there is generally relief from pain. Alarmed by the change, the patient consults the doctor.

ANUSOL HEMORRHOIDAL SUPPOSITORIES control hemorrhage not alone by a styptic action but by reducing the congestion that forces the blood to the surface.

SCHERING & GLATZ, INC., 113 WEST 18TH STREET, NEW YORK CITY

Without opiate or local anesthetic to dull pain perception and obscure the symptoms, Anusol Suppositories check bleeding and alleviate pain by relieving pressure caused by congestion.



THE TREATMENT of hemorrhoids should begin at the doctor's office. Let us send you a trial supply for use immediately after examination in your office.



## ANUSOL

Hemorrhoidal Suppositories

RELIEVE PAIN . REDUCE CONGESTION  
CONTROL HEMORRHAGE

## PEACOCK'S BROMIDES

It is a fact that the combination of the five Bromides of Potassium, Sodium, Ammonium, Calcium and Lithium presented in a pure and eligible form has decided advantages over the single salts.

The bromide treatment gives better therapeutic results through the use of Peacock's Bromides than is possible with the single salts.

Each fluid drachm contains 15 grains of the purest bromides of potassium, sodium, ammonium, calcium and lithium.

Gentlemen:

Please send me a professional sample of PEACOCK'S BROMIDES.

Dr. ....

Address .....

Samples to Physicians Only

**Peacock  
Chemical  
Co.**

*Saint Louis,  
Missouri*

April, 1931

137

dered a bill of \$42, and which the physician thinks he should not have been asked to pay.

The dentist lost heavily on the deal, not including the actual cash, and the two became estranged, all of which could have been avoided if the dentist had explained in the beginning that he would make the customary charge and make such discount as he chose, *inviting the physician to do the same if he or his family should require his medical services*, assuring him that he neither gives nor receives commissions for referred patronage.

Now let's get down to cases. I have had the pleasure of serving you and your family to the best of my ability for some time, rendering a statement showing a liberal discount for which you have always promptly sent your check. I recently did a full set of dental diagnostic x-ray films for your wife, did a block anesthesia and extraction, setting up the usual fee of twenty dollars with a discount of nine dollars. I have never employed your services in my family. You have referred patients to my office; I have referred patients to you, and I expect to continue to do so. You rate just as high in my estimation as you ever did, despite the fact that I feel very confident I have lost your friendship and support in doing this CUSTOMARY business-like thing in this office.

I am returning the enclosed statement to you discounted in full, which please accept if you still feel that it is not a just and reasonable amount.

Assuring you that I shall continue to hold you in very high regard and show you every kindness in my power, and that I am blaming only myself and my fellow dentists for this lack of understanding between us, I beg to remain,

Your friend,

—D.D.S.—

[TURN THE PAGE]

## NATURALAX

your protection  
in obtaining  
pure, cleaned  
PSYLLIUM SEED  
compare it

Take a spoonful of the pure, selected, cleaned psyllium seed contained in the NATURALAX package and compare it with any other brand. Note the even quality and brilliant seed in NATURALAX. Note the absence of impurities commonly found in bulk seed and inferior brands. Special machinery developed in the laboratories of Lanman & Kemp, Inc., make possible the thorough cleaning of selected imported seed.

A full size package of NATURALAX will be sent upon request so that you can make this test for quality and purity. NATURALAX, the natural regulator for intestinal stasis combining both bulk and lubrication, is your protection when prescribing psyllium seed.

Address

LANMAN & KEMP, INC.  
135 Water Street New York, N. Y.

## NATURALAX

# DRUGS CHEMICALS

## LABORATORY SUPPLIES

For over eighty years, we have been supplying the Medical Profession with Drugs, Chemicals and Laboratory Supplies. We carry a complete line of crude drugs, rare chemicals and laboratory apparatus and we also maintain a pharmaceutical laboratory where special preparations are made on short notice.

Our line of microscopes, microscopical stains and physician's laboratory apparatus is the most complete in the country. Our show rooms and warehouse occupy an entire city block on Third Avenue and visitors are always welcome.

*Send us a list of your requirements and we will be pleased to quote prices on same.*

### EIMER & AMEND

Est. 1851

Inc. 1897

Third Avenue, 18th to 19th Street  
NEW YORK

"The saturated sulphur-bearing saline"

*Therapeutically Correct*  
**OCCY-CRYSTINE**

The extraction of endotoxins is essential to normal cell metabolism, and may be assisted by Occy-CRYSTINE, through the constitutional as well as the local effect of its latent COLLOIDAL SULPHUR.

"THE CATHARTIC WITH A TWOFOLD VALUE"

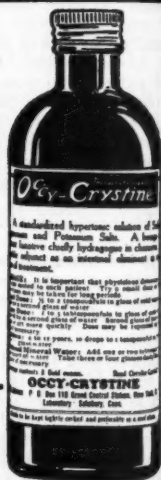
Liberal clinical trial supply  
postage prepaid on request.

OCCY-CRYSTINE CORPORATION  
P. O. Box 118, Grand Central Station  
New York, N. Y.

M. E.

Gentlemen:—Please send me postage prepaid a clinical trial supply of Occy-CRYSTINE.

Name.....  
Address.....



Laboratory  
Salisbury, Conn.

As an evidence of the magnanimity and fair-mindedness of the physician, with his permission, I submit his letter received the following day.

"Dear Doctor: Enclosed find my check for Mrs. \_\_\_\_\_'s bill. Allow me to thank you for your excellent service. I have read your letter and understand your attitude. Please don't feel that you have lost me as a friend or as a booster. I did not understand the thing as I do now. I hope you will pardon me.

"Understanding between physician and dentist, even in our case, should be made. I want you to know I was not hurt at the statement. I just didn't know. I appreciate your position. I certainly did not want you to cancel your statement. Again I want you to understand that I am not in any way offended, and that I was merely misunderstanding your correct and logical way of handling business.

Your friend,  
\_\_\_\_\_, M.D."

These letters are published with the consent of the physician in the hope that we each may come to a better understanding of this issue and preserve countless numbers of friendships between physicians and dentists.

## Speaking Frankly

[FROM PAGE 7] 5. "How to Conduct Health Examinations," published by the American Medical Association, 535 North Dearborn Street, Chicago. This gives a workmanlike description of the health examination in its standard form in 1925.

6. "The Health Survey," by C. Ward Crampton, M.D., and obtainable from Dr. Crampton, 515 Park Avenue, New York. This is a 16-page pamphlet designed for the office use. It is especially useful to give to the applicant to take home and fill in. Price 15c.

7. "The Health Book." C. Ward Crampton, M.D., and obtainable from Dr. Crampton. This is a 12-page book for the patient and provides a list of the records as it seems desirable for him to have. It duplicates several pages of the health survey mentioned above, and is given to the patient while the survey remains on file in the doctor's office. Price 10c.

—ED.]

## Sanity

TO THE EDITOR:

I wish to express my appreciation to the author of "Dr. Hermann," for publishing this biography which appeared in the February issue of MEDICAL ECONOMICS. Every doctor and all intelligent laymen

Special  
Offer  
to  
Physicians



*Thousands of physicians know and use*

### Micajah's Medicated Wafers

in Leucorrhoea, Ulceration, Erosion, Prolapse, Endocervicitis.

*Thousands of physicians employ*

### Micajah's Suppositories

in Hemorrhoids, Proctitis, Fistula, Fissure, Pruritus Ani.

*But, every physician is invited to send for*

**SPECIAL OFFER and LITERATURE**

**MICAJAH & COMPANY, 194 Conewango St., Warren, Pa.**

## When Rain Supplants the Cold—

in the Spring months of  
March, April and May

### Gray's Glycerine Tonic Comp.

*(Best prescribed in  
the original 16 oz.  
or 6 oz. bottles.  
Sig. One or two  
spoonfuls, t. i. d.,  
in water.)*

*(Formula Dr. John P. Gray)*

fortifies your convalescents against relapse,  
stimulates resistance to "spring colds" and  
other infections, brings appetite and strength.



THE PURDUE FREDERICK CO., 135 Christopher St., N. Y.

*[ Compounds of **HYPEROL** ]*  
*[ A Utero-Ovarian corrective and tonic ]*

**ERGOAPIOL** (Smith)

A non-narcotic agent prescribed by  
physicians throughout the world in the treatment of

**AMENORRHEA,**  
**DYSMENORRHEA, ETC.**

Ergoapiol (Smith) is supplied only in  
packages containing twenty capsules.

As a safeguard against imposition, the letters "M H S"  
are embossed on the inner surface of each capsule, thus.

Dose: One or two capsules three or four times a day  
Literature on Request

**MARTIN H. SMITH COMPANY, New York, N. Y., U. S. A.**

April, 1931

should read this, for it contains a tremendous amount of wholesome truth which should be broadcast to the four quarters of the earth.

Did it ever occur to you that the influence of many popular leaders, whose liberty never is denied them, is a far greater menace to social progress than that of the unfortunate monomaniac ever could be were it deemed wise to restore his personal freedom? To be more specific, let me enumerate a few outstanding personalities among the dead and the living whose irrational promulgations have retarded the development of higher and better social values: The late William Jennings Bryan with his absurd misrepresentations of the Darwinian doctrine of creative evolution; Bishop Cannon, Jr. of the Methodist Episcopal Church with his foolish and dangerous prohibition incitations; and the Pope of Rome with his recently broadcasted medieval encyclical condemning birth control.

These three defied leaders, whose sanity never has been questioned, remind one how futile was the admonition of the founder of the Christian faith when he affirmed nineteen centuries ago: "There are none so blind as they who can and will not see, and none so deaf as they who can and will not hear."

F. H. Kuegle, M.D.

**Waste-basket** TO THE EDITOR: I want to take this opportunity of expressing my opinion of MEDICAL ECONOMICS. I have watched the publication with much interest; at first it usually found its way into the waste-basket shortly after receiving it. Now I look upon it as one of the most valuable and enlightening publications I receive. It also covers the field in a very general way.

J. Dewey Lutes, President  
Chicago Hospital Association

# Cystogen

## Rheumatic Pains . Stiffness . . .

. . . . these are common complaints of your patients, yet relief can be secured by prescribing

## CYSTOGEN

Cystogen is a general internal antiseptic to be used in the treatment of all infections of the urinary tract, including pyelitis, cystitis, urinary infection from ureteral calculi, retention of urine from prostatitis or tabes dorsalis and urethritis. It is scientifically compounded and brought to you pure under the CYSTOGEN trade-mark.

A record of years of repeated success when prescribed by physicians, has won their approval. We invite you to make your own clinical tests.

*Write for samples and  
complete literature*

CYSTOGEN CHEMICAL CO.,  
220 Thirty-sixth Street,  
Brooklyn, N. Y.

Gentlemen:

Please send literature and samples  
of CYSTOGEN.

Dr.....

Address.....

M.E. 4-31

# SUNSHINE MELLOWS

The advice of your physician is Keep out of doors, in the open air, breathe deeply; take plenty of exercise in the mellow sunshine, and have a periodic check-up on the health of your body.



## Heat Purifies

**LUCKIES**  
are always  
kind to  
your throat



Everyone knows that sunshine mellow—that's why the "TOASTING" process includes the use of the Ultra Violet Rays. LUCKY STRIKE—made of the finest tobaccos—the Cream of the Crop—THEN—"IT'S TOASTED"—an extra, secret heating process. Harsh irritants present in all raw tobaccos are expelled by "TOASTING." These irritants are sold to others. They are not present in your LUCKY STRIKE. No wonder LUCKIES are always kind to your throat.

## "It's toasted"

Your Throat Protection—against irritation—against cough

© 1931, The American Tobacco Co., Mfrs.

OMICS

/S

es

s

t

shine  
NO"  
Ultra  
of the  
Crop  
extra,  
rents  
ca-  
rents  
pre-  
nder  
rent.